

## The Influence of Individual, Brand, and Corporate Personality on Motorbike Brand Preference

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### ABSTRACT

*This research investigates the impact of individual, brand, and corporate personalities on brand preference among motorbike riders. Using a quantitative approach, descriptive and verificative research methods were employed to address the research problem, focusing on individual, brand, and corporate personalities' influence on brand preference individually and collectively. Primary data were collected through questionnaires distributed to a sample of 100 members of the Aerox Bandung community. The PLS-SEM method, implemented with smartPLS 4 software, was used for data analysis, incorporating primary and secondary data sources. Results indicate that individual, brand, and corporate personalities exert both individual and collective influence on brand preference. This research contributes to marketers' understanding of the varying degrees of influence that individual, brand, and corporate personalities hold over brand preference. Strengthening these personalities presents opportunities for creating distinctiveness and positively impacting brand preference.*

**Keywords:** Brand Personality; Corporate Personality; Individual Personality; Influence; Marketing Strategy

### 1. Introduction

The motorbike market in Indonesia, as evidenced by data from the ASEAN Automotive Federation (AAF) (CNN Indonesia, 2021), holds a prominent position within Southeast Asia. With a staggering fleet of 152,565,905 registered motorbikes across the archipelago (Kompas.Com, 2023), this market not only underscores the nation's heavy reliance on motorbikes as a primary mode of transportation but also highlights the significant economic impact of the motor vehicle industry, particularly within the motorbike segment.

Recent statistics from AISI shed light on the evolving landscape of Indonesia's motorbike market, revealing a significant shift towards scooters and automatic motorbikes. As of January 2023, these categories command an overwhelming 90.02% share of motorbike sales, indicating a notable change in consumer preferences and signaling broader shifts in market dynamics ([Katadata.co.id, 2023](https://katadata.co.id/2023)).

This dominance of scooters and automatic motorbikes reflects more than just evolving consumer tastes; it also signifies a broader socio-economic shift. Urbanization trends and increasing traffic congestion in metropolitan areas have fueled demand for more efficient and maneuverable vehicles, driving the popularity of scooters and automatic motorbikes.

Moreover, this shift mirrors changing consumer lifestyles and preferences, with a growing emphasis on convenience, ease of use, and urban mobility. Automatic motorbikes, in particular, offer a hassle-free riding experience, making them an appealing option for urban commuters navigating congested city streets.

The overwhelming prevalence of scooters and automatic motorbikes in Indonesia's motorbike market reflects a convergence of factors, including evolving consumer preferences, socio-economic trends, and urbanization dynamics. This dynamic landscape presents challenges and opportunities for stakeholders in the motor vehicle industry as they navigate a market undergoing rapid transformation.

Moving beyond quantitative data, Indonesia's motorbike industry is undergoing a fascinating evolution characterized by technological advancements and cultural shifts. Automatic motorbikes, in particular, have undergone a remarkable transformation, evolving beyond mere transportation to embody a blend of sleek design and cultural identity.

Technological advancements have ushered in a design renaissance marked by sleek lines, aerodynamic contours, and sporty aesthetics in motorbike design. These elements enhance performance and evoke a sense of style and sophistication, appealing to a diverse range of riders.

Amidst this design renaissance, the Yamaha Aerox emerges as a standout example—an epitome of innovation and style in automatic motorbikes. Celebrated for its unmistakable masculine personality, the Yamaha Aerox embodies a fusion of cutting-edge technology and iconic design, positioning itself as a coveted choice among discerning riders.

Its recognition as the 10th-best automatic motorbike in 2022 underscores its prominence within the industry and its resonance with riders seeking performance and style ([Blog, 2023](https://blog.2023)). The Yamaha Aerox symbolizes more than just a mode of transportation; it represents a lifestyle—an expression of individuality and identity on the open road.

Furthermore, the success of the Yamaha Aerox reflects a broader cultural shift within Indonesia's motorbike culture. As riders seek vehicles that deliver performance and reflect their personal style and identity, automatic motorbikes like the Yamaha Aerox emerge as a compelling choice, embodying a fusion of form and function.

The rise of automatic motorbikes like the Yamaha Aerox exemplifies a convergence of design innovation, technological advancement, and cultural expression within Indonesia's motorbike industry. As riders embrace these vehicles as more than a means of transportation,

they redefine the narrative of motorbike culture, shaping an identity that is dynamic and distinctive.

Beneath the surface of the growing popularity of motorbikes lies a significant societal force—the pervasive influence of the Internet, shaping consumer behaviors and giving rise to unique cultural phenomena. Recent trends have illuminated the captivating “Nyotide” ritual, a late afternoon motorcycling tradition intricately linked with Yamaha Aerox enthusiasts.

“Nyotide” represents more than just a leisurely ride; it has become a cultural expression and a distinctive subculture within the broader motorbike community. Yamaha Aerox riders have embraced this ritual, transforming it into a shared experience that transcends the act of riding itself. This cultural phenomenon is intricately woven with the larger-than-life persona of the Yamaha Aerox, contributing to its status as more than just a vehicle but a symbol of identity and community.

A key differentiator lies in the preference for the Yamaha Aerox over smaller, conventional automatic motorbikes. Enthusiasts are drawn not only to its larger and more imposing silhouette but also to its sportier aesthetics. This preference speaks to the emotional and aspirational dimensions of the Yamaha Aerox, where riders perceive the motorbike as an extension of their identity—a manifestation of their adventurous spirit and individuality.

This preference is rooted in a meticulously crafted individual, brand, and corporate personality fostered by Yamaha. The company has successfully imbued its product with characteristics that resonate deeply with consumers, creating a connection beyond functional attributes. The larger-than-life persona of the Yamaha Aerox, reflected in its design, performance, and cultural associations, contributes to its allure and cements its status as a symbol of distinction within the motorbike community.

The “Nyotide” phenomenon offers a fascinating insight into the symbiotic relationship between the Internet, cultural practices, and brand preferences. Yamaha Aerox's prominence in this cultural ritual underscores the brand's success in manufacturing a motorbike and crafting an identity that resonates with riders personally and collectively.

Amidst the vibrant motorbike culture, a series of pivotal questions emerge, delving into the intricate dynamics of motorbike brand preference. How do individual personality traits shape the preferences of motorbike riders? What role does brand personality play in influencing the choices of motorbike enthusiasts? How does corporate personality impact the decisions of motorbike riders? To what extent does brand preference drive the purchasing behavior of motorbike aficionados? These inquiries, coupled with exploring the collective and individual influences of individual, brand, and corporate personalities, aim to unravel the multifaceted nature of motorbike brand preference. This research offers valuable insights and resonates with marketers, enthusiasts, and scholars alike, shedding light on the complex interplay between personal, brand, and corporate factors in shaping motorbike preferences.

## 2. Literature Review

Personality represents a nuanced amalgamation of an individual's distinctive characteristics and behaviors that set them apart within a social context (Kartono & Gulo, 2006; Prasnoto, 2015). This multifaceted construct encompasses various traits, from observable behavioral

patterns to internalized interests, attitudes, abilities, and latent potentials. Individual personality is a dynamic framework that collectively paints a comprehensive portrait of an individual as others perceive it. Moreover, this inherent consistency in an individual's personality is a salient marker of their uniqueness, facilitating swift recognition and differentiation in interpersonal interactions. Beyond its inherent distinctiveness, individual personality is an intrinsic guide, shaping personal expressions, influencing preferences, and steering behavioral choices without verbal articulation.

Transitioning to brand personality embodies a deliberate amalgam of human-like traits attributed to a specific brand entity (Dewi, 2021; Kotler & Keller, 2011; Walker, 2022). This conceptualization posits that brands, like individuals, possess distinct personalities meticulously cultivated and projected to resonate with their target consumer segments. Brand personality is a strategic tool for brand differentiation and positioning, encapsulating a brand's desired image to convey to its audience. By imbuing brands with specific traits and characteristics, companies seek to carve out a unique identity that sets them apart from competitors and engenders resonance and loyalty among consumers. Ultimately, brand personality is a pivotal driver of consumer perceptions, preferences, and emotional connections with the brand.

Corporate personality encapsulates a corporate entity's collective human attributes and values (An et al., 2020; Gorbaniuk et al., 2017; Otto et al., 2011; Reniati, Yunfin, et al., 2023). It encompasses many facets, including the company's perceived image among consumers and employees and the amalgamation of attributes and attitudes embodied by the organization, its workforce, and its products or services (Angraini et al., 2023; Reniati, Haliza, et al., 2023). Corporate personality represents the company's interactions, communications, and stakeholder engagements, collectively shaping its public image and brand identity. By aligning internal culture and values with external branding efforts, companies craft a cohesive corporate personality that reinforces their market positioning and resonates with their target audience. Thus, corporate personality is vital for shaping consumer perceptions, fostering brand trust, and establishing a distinctive organizational identity in the marketplace.

### 3. Research Methodology

This research adopts a quantitative approach, employing both descriptive and verification methods to investigate the impact of Individual Personality, Brand Personality, and Corporate Personality on Brand Preference among motorbike riders.

#### 3.1. Research Design

The research design encompasses both descriptive and verification methodologies. Descriptive research involves systematically collecting and analyzing data to depict the characteristics of the variables under examination (Creswell, 2014). Conversely, the verification method aims to validate or ascertain the relationships established during the descriptive phase (Frankel & Wallen, 2009).

#### 3.2. Sampling Procedure

The target population comprises Yamaha Aerox Bandung Community members who meet specific criteria: they must be users of Yamaha Aerox motorbikes and active members of the Aerox Bandung community. The sample size of 100 respondents was determined using the

Slovin approach to ensure a representative sample accurately reflecting population characteristics (Yamane, 1973).

### 3.3. Data Collection

Data collection involves administering a structured questionnaire to selected respondents (Wetzel, 2010). The questionnaire comprises items about Individual Personality, Brand Personality, Corporate Personality, and Brand Preference, facilitating a comprehensive evaluation of these variables.

### 3.4. Data Analysis

The collected data will be analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, implemented through smartPLS 4 software. PLS-SEM is selected for its capability to handle complex relationships between variables and analyze measurement and structural models simultaneously (Sarstedt et al., 2021). This approach enables the examination of the direct and indirect effects of individual personality, brand personality, and corporate personality on brand preference among motorbike riders, providing valuable insights into consumer behavior within the motorbike branding context.

## 4. Results and Discussion

### 4.1. Respondent Characteristics

Table 1 provides an overview of respondent characteristics based on gender.

Table 1. Respondent Characteristics by Gender

Sex	Frequency	Percentage (%)
Male	79	79%
Female	21	21%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Data Processed by Researchers from Questionnaires, 2023

The majority of respondents, constituting 79%, are men. A deeper understanding of this gender distribution is revealed through personal interviews with several male members of the community. These interviews shed light on why members predominantly choose the Yamaha Aerox. According to GM Aftersales & Motorsport PT Yamaha Indonesia Motor Manufacturing, the Yamaha Aerox appeals to men due to its striking and stylish design. Many men are interested in the Yamaha Aerox, emphasizing that the product surpasses their expectations. In real life, the Yamaha Aerox boasts a larger size than depicted in photos, featuring wider tires, robust power, and aligning with the contemporary customization trend. The Yamaha Aerox stands out for its performance and ease in finding spare parts, facilitating modifications and customization in the evolving era of personalized motorbikes (Kumparan.com, 2021).

Table 2. Respondent Characteristics by Age

Age	Frequency	Percentage (%)
17 - 25	71	71%
26 - 30	26	26%
> 30	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Data Processed by Researchers from Questionnaires, 2023

In **Table 2**, most respondents (71%) fall within the 17-25 age range. This finding aligns with insights gathered from an interview conducted with Jak, the head of the Bandung Aerox community. According to Jak, the average age of community members ranges from 17 to 25. This demographic trend reflects the popularity of Aerox among young people. Notably, Aerox appeals to this demographic due to its comprehensive entertainment features, such as an audio system that enables music playback via Bluetooth or USB. A digital LCD providing detailed information on speed, engine speed, and fuel adds to Aerox's appeal among young riders ([Otoinfo.id, 2023](#))

Table 3. Respondent Characteristics by Occupation

Occupation	Frequency	Percentage (%)
Students	59	59%
Employee	28	28%
Businessman	10	10%
Others	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Data Processed by Researchers from Questionnaires, 2023

In **Table 3**, most respondents (59%) are students. This aligns with the observation that Yamaha Aerox motorcycles are particularly popular among students due to their stylish appearance and ease of modification ([JatimNetwork.com, 2023](#)).

Table 4. Respondent Characteristics by Monthly Motorbike Expenses

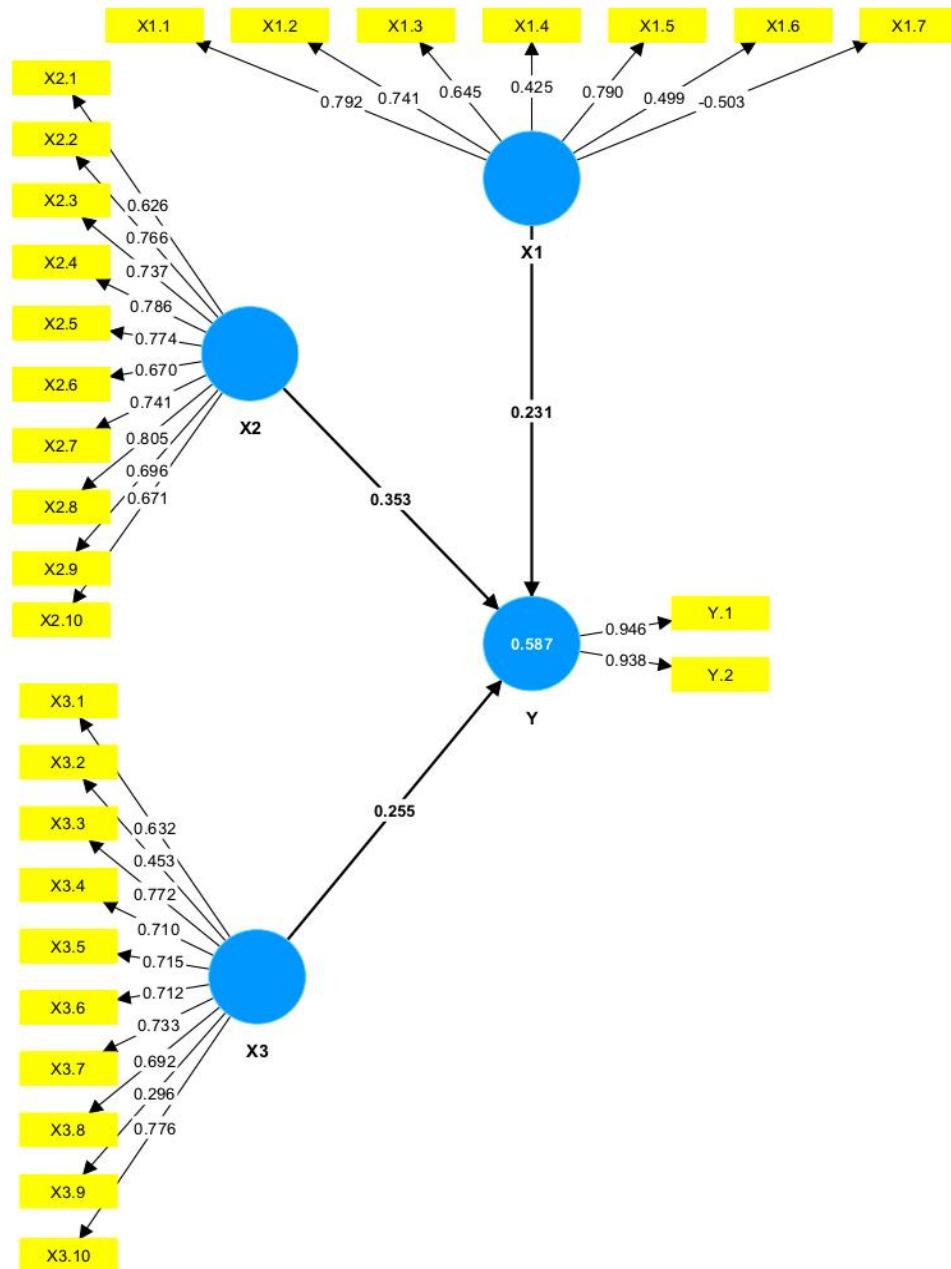
Monthly Expenses (IDR)	Frequency	Percentage (%)
< 1,000,000	23	23%
1,000,000 - 3,000,000	55	55%
> 3,000,000	22	22%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Data Processed by Researchers from Questionnaires, 2023

In **Table 4**, most members (55%) report monthly expenses ranging from IDR 1,000,000 to IDR 3,000,000 for their motorbikes. This expenditure aligns with insights gathered from an interview with Jak, the head of the Aerox Bandung community, who suggests that monthly expenses within this range are still considered reasonable. This is particularly true as members often allocate funds to modify their motorbikes to enhance their appearance. With monthly expenses exceeding IDR 3,000,000, users have the means to extensively modify Yamaha Aerox motorcycles to meet their preferences ([GridOto.com, 2021](#)).

### 4.2. Partial Least Squares (PLS) Model

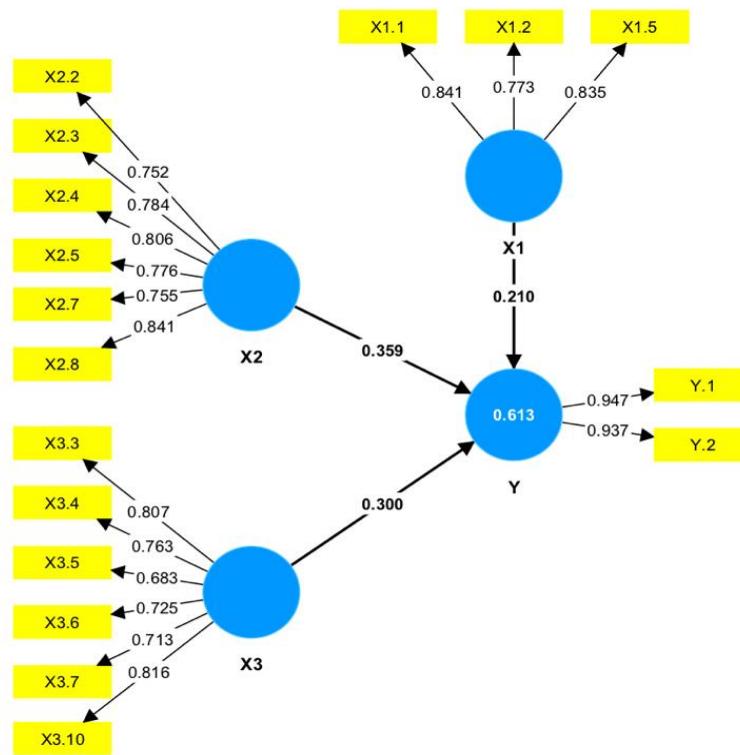
This research employs the Partial Least Squares (PLS) analysis technique for hypothesis testing, facilitated by the smartPLS 4 software. The proposed PLS model scheme is outlined below:



**Figure 1. First Partial Least Squares Model**

Source: Data Processed by Researchers from Questionnaires, 2023

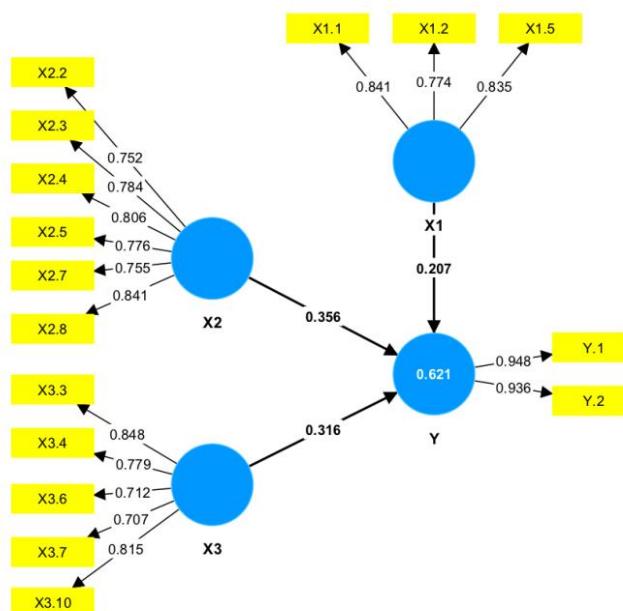
An outer loading value below 0.7 is necessary for validity (Ghozali, 2014). Upon examination of **Figure 1**, it is evident that twelve loading factors fall short of this threshold and are consequently considered invalid. These factors, namely X1.3, X1.4, X1.6, X1.7, X2.1, X2.6, X2.9, X2.10, X3.1, X3.2, X3.8, and X3.9, require elimination from the model. Subsequently, the model underwent testing again to ascertain its suitability, resulting in the second model depicted in **Figure 2**.



**Figure 2. Second Partial Least Squares Model**

Source: Data Processed by Researchers from Questionnaires, 2023

Upon examination of **Figure 2**, it is noted that one loading factor, specifically X3.5, exhibits a value of 0.683, falling below the threshold of 0.7. Consequently, X3.5 is deemed invalid and necessitates elimination from the model. Following removing loading factors with values below 0.7, the model undergoes further testing to ensure compliance with all measurement item requirements, as depicted in the third model (**Figure 3**).



**Figure 3. Third Partial Least Squares Model**

Source: Data Processed by Researchers from Questionnaires, 2023

Upon reviewing **Figure 3**, it is evident that all measurement items (loading factors) exhibit values exceeding 0.7. This indicates that they have fulfilled the necessary criteria for further examination in the subsequent stage of the study.

### 4.3. Outer Model

**Table 5** presents the cross-loading values for each indicator across the research variables: Individual Personality, Brand Personality, Corporate Personality, and Brand Preference.

**Table 5. Cross-Loading**

Indicator	Variable			
	Individual Personality	Brand Personality	Corporate Personality	Brand Preference
IP1	0.841	0.581	0.470	0.517
IP2	0.774	0.445	0.380	0.491
IP5	0.835	0.676	0.601	0.569
BP2	0.554	0.752	0.590	0.551
BP3	0.486	0.784	0.630	0.535
BP4	0.582	0.806	0.638	0.597
BP5	0.612	0.776	0.499	0.613
BP7	0.536	0.755	0.686	0.577
BP8	0.529	0.841	0.538	0.609
CP3	0.491	0.620	0.848	0.619
CP4	0.411	0.601	0.779	0.550
CP6	0.369	0.458	0.712	0.444
CP7	0.457	0.568	0.707	0.461
CP10	0.565	0.662	0.815	0.634
BPC1	0.641	0.720	0.706	0.948
BPC2	0.570	0.672	0.626	0.936

Source: Data Processed by Researchers from Questionnaires, 2023

The cross-loading values in **Table 5** indicate that each indicator within the research variables exhibits the highest cross-loading value on its corresponding variable compared to other variables. This observation suggests that the indicator items possess strong discriminant validity, contributing to the robustness of their respective variables (Ghozali, 2014).

**Table 6. Average Variance Extracted (AVE)**

Variable	AVE Value
Individual Personality	0.668
Brand Personality	0.618
Corporate Personality	0.599
Brand Preference	0.887

Source: Data Processed by Researchers from Questionnaires, 2023

**Table 6** displays each research variable's average variance extracted (AVE) values. All variables demonstrate AVE values exceeding 0.5, indicating strong discriminant validity across the board.

Based on the robust convergent and discriminant validity exhibited above, it can be concluded that all research items are deemed valid. Composite Reliability and Cronbach's Alpha were utilized further to assess the reliability of indicators within these research variables, as presented in **Table 7**.

**Table 7. Reliability Test**

Variable	Composite Reliability	Cronbach Alpha
Individual Personality	0.858	0.751
Brand Personality	0.906	0.876
Corporate Personality	0.881	0.832
Brand Preference	0.940	0.873

Source: Data Processed by Researchers from Questionnaires, 2023

#### 4.4. Inner Model

**Table 8. Path Coefficients**

	Path Coefficients
X1 -> Y	0.207
X2 -> Y	0.356
X3 -> Y	0.316

Source: Data Processed by Researchers from Questionnaires, 2023

**Table 8** displays the path coefficients representing the relationships between the exogenous variables (individual, brand, and corporate personality) and the endogenous variable (brand preference). Each path coefficient exhibits a positive value, indicating a positive relationship between the exogenous and endogenous variables. This implies that stronger individual, brand, or corporate personalities positively influence consumers' brand preferences. Heightened individual, brand, and corporate personalities significantly impact consumers' preference for the product, thereby fostering brand preference (Banerjee, 2016).

**Table 9. R-Square**

Endogenous Variable	R-Square
Brand Preference	0.621

Source: Data Processed by Researchers from Questionnaires, 2023

**Table 9** presents the R-Square value for the endogenous variable, Brand Preference, which is 0.621. According to Dwi Santy and Iffan (2023), an R-squared value of 0.67 and above indicates a strong influence of exogenous variables on endogenous variables, categorizing it as "good" (Santy & Iffan, 2023). In this study, the R-Square value of 0.621 falls within the "moderate" category, suggesting that Individual Personality, Brand Personality, and Corporate

Personality collectively account for 62.1% of the variance in Brand Preference. The remaining 37.9% variance is attributed to other variables not examined in this research.

### 4.5. Partial Hypothesis Testing

Table 10. Partial Hypothesis Testing

Hypothesis	Variable	T-Stats	P-Value	Hypothesis Result
H1	Individual Personality on Brand Preference	2.141	0.032	Accepted
H2	Brand Personality on Brand Preference	3.165	0.002	Accepted
H3	Corporate Personality on Brand Preference	2.956	0.003	Accepted

Source: Data Processed by Researchers from Questionnaires, 2023

Acceptance or rejection of the null hypothesis (H0) and alternative hypothesis (Ha) is determined by comparing the calculated t-value (t-count) with the critical t-value (t-table). If the t-count is less than the t-table, H0 is accepted, and Ha is rejected. Conversely, if the t-count exceeds the t-table, H0 is rejected, and Ha is accepted. The critical t-value (t-table) is calculated using the formula: t-table =  $\Sigma$  Respondent - 3; with a significance level of 0.05, corresponding to a sample size of 97, the critical t-value is 1.984.

The results from **Table 10** indicate the acceptance or rejection of the null hypothesis (H0) for each hypothesis tested. Starting with H1, the calculated t-value (2.141) exceeds the critical t-value (1.984), leading to the rejection of H0 and acceptance of H1, indicating that Individual Personality influences Brand Preference. This finding is supported by the p-value (0.032), which is less than the significance level of 0.05, indicating a significant influence of Individual Personality on Brand Preference. This finding aligns with prior research, which emphasizes the significant impact of individual personality on brand preference, as individuals' values and preferences often mirror their personality traits ([Setiawan et al., 2022](#); [Yusuf, 2016](#)).

Moving to H2, the calculated t-value (3.165) exceeds the critical t-value (1.984), leading to the rejection of H0 and acceptance of H2, indicating that Brand Personality significantly influences Brand Preference. This result is further supported by the p-value (0.002), which is below the significance level, suggesting a strong influence of Brand Personality on Brand Preference. This finding is consistent with previous research, highlighting the substantial impact of brand personality on consumer relationships and brand preference ([Lee & Kang, 2013](#); [Prasanto, 2018](#)).

Lastly, for H3, the calculated t-value (2.956) surpasses the critical t-value (1.984), leading to the rejection of H0 and acceptance of H3, indicating that Corporate Personality influences Brand Preference. The p-value (0.003) further supports this conclusion, indicating a significant influence of Corporate Personality on Brand Preference. This finding contrasts with the previous research, which suggests otherwise ([Banerjee, 2016](#)). However, it is noted that marketers often craft a unique Corporate Personality to attract consumers who resonate with their brand's personality traits, as highlighted by Chun and Davies ([Banerjee, 2016](#)).

## 4.6. Simultaneous Hypothesis Testing

$$F_{count} = \frac{(n - k - 1)R_{xy}^2}{k(1 - R_{xy}^2)}$$
$$F_{count} = \frac{(100 - 3 - 1)0.621}{3(1 - 0.621)}$$
$$F_{count} = \frac{59.616}{1.137}$$
$$F_{count} = 52.43$$

Notes:

- n = Amount of data
- k = Number of Variables X
- $R_{xy}^2$  = Value of the coefficient of determination  $xy$
- $H_0$  accepted, and  $H_a$  rejected: if  $F_{count} < F_{table}$
- $H_0$  rejected, and  $H_a$  accepted: if  $F_{count} > F_{table}$
- $F_{table} = n - k - 1; k (96;3) = 2.70$

The results of the F-test unequivocally indicate that the F-count value (52.43) surpasses the critical F-table value (2.70). This leads to rejecting the null hypothesis ( $H_0$ ) and accepting the alternative hypothesis ( $H_1$ ). In other words, it can be asserted that Individual Personality, Brand Personality, and Corporate Personality collectively influence Brand Preference. This finding aligns with previous research (Banerjee, 2016), reinforcing that Individual Personality, Brand Personality, and Corporate Personality collectively hold significant sway over Brand Preference.

## 5. Conclusion

Based on the comprehensive analysis of respondents' feedback across various dimensions, the following conclusions emerge:

Regarding Individual Personality, respondents generally perceive it positively, indicating a favorable influence on brand preference within the Aerox Bandung Community. The conscientiousness indicator stands out with the highest percentage, while neuroticism registers the lowest. Notably, some respondents express disappointment with the Yamaha Aerox.

Moving to Brand Personality, the overall classification is notably high, reflecting a very positive impact on brand preference among members of the Aerox Bandung Community. The ruggedness indicator receives the highest rating, while sophistication scores the lowest. Despite respondents viewing the Yamaha Aerox as masculine and stylish, concerns about its relatively ordinary durability are raised.

In Corporate Personality, the general sentiment is positive, suggesting a beneficial impact on brand preference. The machismo indicator leads with the highest percentage, while informality scores the lowest. It's worth noting that some respondents lack awareness of Yamaha's social media activities, influencing their perception of informality.

Brand Preference garners a very good overall evaluation, with members of the Aerox Bandung Community consistently choosing Yamaha Aerox as their preferred brand. The "like

more" and "prefer" indicators share the same percentage, underscoring the strong preference for Yamaha Aerox over other brands within the community.

Finally, the Hypothesis Testing affirms that Individual Personality, Brand Personality, and Corporate Personality collectively and individually significantly influence Brand Preference. This underscores the interconnected nature of these factors and their role in shaping the community's preference for Yamaha Aerox.

## 6. Conflicts of Interest and Ethical Standards

The authors certify that in this research, there are no conflicts of interest within their current organization, and no unethical practices, such as plagiarism, were followed during the research.

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