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Purchase Behavior of Rare Products: The Case of Vespa in Indonesia

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ABSTRACT

Products can be divided into those that meet daily needs and those that meet unknown needs. Determining patterns of purchase of products for daily needs is relatively easy, but identifying the purchase behavior of products for unknown needs is more difficult. This study was conducted to examine a community of users of an exclusive product: The Vespa motorcycle. Validity and reliability were established, and descriptive analysis showed that all the variables met the goodness-of-fit test. The obtained results showed that the assumption of a normal line and autocorrelation cannot be determined; there is heteroscedasticity and some models fit to collinearity. The F-test results showed that the independent and dependent variables are interrelated. The t-test revealed several variables that proved the null hypothesis, and several hypotheses are accordingly proposed. This means that there are several variables that are not related to the dependent variables (decision variables). Direct and indirect tests using a structural equation model showed that most do not meet the goodness-of-fit test. In conclusion, most relationships had little value, whereas other relationships had greater values. It is recommended to only measure relationships that have a value above 0.50 because the purchase behavior does not reflect the demand for scarce goods as with normal goods.

Keywords: Product Price, Product Promotion, Product Quality, Brand Image, Equity, Brand Loyalty, Purchase Intent, Rare Goods, Vespa, Indonesia
JEL Classification: M31

1. BACKGROUND

Absent among studied product groups are those products that are required by people but are difficult to procure ("rare") when the manufacturer discontinues the product line. "Rare" includes exclusive, hard -to-obtain items; uncommon items; collectors' items. Rare products are not necessarily expensive; instead, they are scarce (Sharma and Alter, 2012) and unique (Lynn and Harris, 1997). Rare products are hard to find as they are uncommon, so they must be sought among collectors or the concerned community of goods. The scarcity of a product can economically induce hoarding behavior (Stiff et al., 1975), which does not occur in communities wherein the goods are already scarce. Research has not been conducted on rare product search behavior, although the buying behavior of normal goods has been studied. If one of the products offered is not as good as rival products, this influences purchase decision; i.e. consumers will not be persuaded to buy and use the product (Wangko, 2013. p. 544). Oetama (2011) stated consumer decision in purchase price is affordable for influencing consumer decision Promotion implemented in a strategic region is useful in influencing consumer purchasing decisions by creating awareness about the excellence of products and persuading consumers to buy more products. Companies brand images and ads affect consumers' purchase decision (Yulianto and Khuzaini, 2012. p. 29). "Imagery" is a set of beliefs, ideas, and impressions held by someone regarding an object (Kotler and Keller, 2014. p. 406). Brand image comprises the perceptions and beliefs held by consumers, as reflected in the association embedded in consumers' memories (Kotler and Keller, 2014. p. 403). Brand image, as part of the brand, can be identified but cannot be spoken; it involves elements such as symbols, letters or special color designs, or consumers' perception of a product or service that is represented by the brand. One way to achieve a sustainable competitive advantage is to form a brand image that emotionally forms within the individual and produces the impression of quality (perceived consumer value perception of product quality) toward a brand. This is because having a strong brand that is well known by consumers is a long-term investment

for any company. Wangko (2013) stated that the marketing mix is one of the main concepts in the theory of corporate marketing and combines product, price, placement, and promotion to expand market share (Kotler and Keller, 2014. p. 121). The better brand image, the greater the impact on purchasing decisions by consumers. Purchasing decisions by consumers are decisions involving the perception of a product's quality, value, and price. Consumers use price as an indicator of not only quality but also the cost of the sacrificed exchange for a product or product benefit. Here, we see the extent to which a brand can influence consumer ratings through a product's brand image. One way to achieve a sustainable competitive advantage is to establish a good brand image that resonates emotionally through satisfaction within the individual, thereby producing the impression of quality (perceived consumer value and product quality) for a brand. Kotler and Keller (2014. p. 258) stated that brand equity is the added value included in an item or service wherein the added value is a reflection of how consumers think, feel, and act. A strong brand that has value will be able to create brand strength in turn and can be the hallmark of the brand compared with other brands; in addition, the value attached to a brand is assessed differently by consumers when they make a purchase decision. This is supported by Hamidi et al. (2014). Kotler and Keller (2014. p. 181) maintained that product quality is a strategic weapon for potentially gaining advantage over the competition. Thus, only companies with the highest quality products will grow quickly and will be more successful than others in the long term. Quality is a combination of characteristics that meets customers' needs. It is the totality of a product's features and characteristics capable of satisfying consumers' needs (expressed or otherwise) and includes value attributes such as durability, reliability, accuracy, and ease of operation and repair. Customer value is an emotional bond that can create an added value that will influence consumer loyalty to the brand used. Loyal customers will generally continue to purchase these brands even when many alternative brands of competitor products offer superior service characteristics. Kotler and Keller (2014. p. 212) stated that the quality of the product is the ability of the product to demonstrate its functions, including overall durability, reliability, accuracy, ease of operation and repair, and other product attributes. Once the customer experiences the brand community benefit or value added, their loyalty to the brand will be affected. Brand loyalty, as the extent to which a consumer shows a positive attitude toward a brand, has a particular commitment and intent to continue buying products of the brand in the future. Customers who are loyal to a brand have a tendency to be more confident in their choices. According to Hermawan (2011), the results of calculation of coefficients in the model hypothesized showed no significant lines, that is, product quality and customer satisfaction directly influence brand reputation. The influence of customer satisfaction on the brand's reputation is greater compared with that of the product's quality. Mongi et al. (2013) stated that the quality of products and marketing strategies significantly influence purchasing decisions, whereas the price of a dominant variable influences purchasing decisions. Analyzing consumers looking for rare items, Lynn and Judy (1997) divided product segments to include scarce (unique) goods. Sharma and Alter (2012) paid more attention to scarcity from a financial perspective. Consumers who have problems with finances will be looking for scarce goods compared with goods that are widely available. According to Stiff et al. (1975), scarcity (or hoarding) on the marketing side can be overcome by running a good 4P (price, product, promotion, and place) marketing strategy based on the experiences and expectations of consumers.

Piaggio is an Italian motorcycle factory that since 1946 has been manufacturing Vespa motorcycles, which are especially popular in Indonesia. In 1960, Vespa entered the Indonesian market by providing Vespa motorcycles to the Indonesian Garuda peace troops that served in Congo. Later, Vespa became the predominant two-wheeled vehicle in Indonesia. Local importers of Vespa contribute to the development of the country. Until now, dozens of Vespa variants have been produced in Indonesia. Vespa's popularity among Indonesians of all age groups has led to its proliferation in the Indonesian market. PT. Danmotor Vespa Indonesia (DVI/Danmotor), which is the largest Vespa manufacturer in Southeast Asia, was once inseparable from Vespa's international history. As a European brand, Piaggio is known for quality, style, safety, and driving comfort as well as being environment friendly. Vespa is well regarded by the public because of the high solidarity among its community of users, which increases through its annual event that brings Vespa motorcycle owners together and offers maintenance services for years-old Vespas. If the products offered are not as good as rival products, then consumers will not be persuaded to buy and use the products offered by the company or be influenced in their purchasing decisions (Wangko, 2013. p. 544).

The problems that can be formulated around the purchase decision for Vespa motorcycles are as follows: (1) Are there any effects of product, price, promotion, and image of Vespa motorcycles on the purchase decision? (2) are there influences of product, price, promotion, and quality of Vespa motorcycles on the purchase decision? (3) are there influences of product, price, promotion, and equity of Vespa motorcycles on the purchase decision? (4) are there influences of image, quality, equity, and loyalty of Vespa motorcycles on the purchase decision? (5) are there influences of image, quality, and equity of Vespa motorcycles on the purchase decision? (6) are there influences of image, quality, equity and loyalty of Vespa motorcycles on the purchase decision?

In accordance with the questions outlined above, this study explores the effects of marketing mix and brand image on purchasing decisions made by the Vespa community.

Given the six problems formulated above, the purpose of this study is to determine whether product, price, promotion, image, quality, equity, and loyalty influence the purchase decision of Vespa. Studies conducted on consumer behavior toward rare or scarce items.

Baihakki (2013) found that brand image, product quality, and promotion significantly influence purchase decisions. Hamidi et al. (2014) found that brand equity, including brand awareness, brand association, perceived quality, and brand loyalty, influences the purchase decision structure. Hermawan (2011) found that product quality affects satisfaction, reputation, and loyalty.

Kumoro (2010) used a t-test to show that the four independent variables studied (customer satisfaction, price, promotion, and quality of service) significantly affected the dependent variable, brand loyalty. Mandey (2013) showed that simultaneous promotion, distribution, and prices significantly influence the purchase decision, whereas price alone has no significant effect on influencing purchase decisions. Mongi et al. (2013) found a positive and significant influence between the variables of product quality, promotion strategy, and price on purchase decisions. Price is the dominant variable influencing consumer purchasing decisions for handphone sim card (Mongi et al., 2013). Sitorus (2015) studied the influence of brand, product quality, and price on product purchasing decisions and found that brand image, product quality, and price influence purchase decisions. Soharjoni (2014) found that the product and the price influence purchase decisions and are moderated by the image. Soewito's (2013) paper on the quality of products showed that quality, brand, and design influence purchase decisions for motorcycles. Suatma (2013) found that product attributes influence purchase decisions, whereas Suciningtyas (2012) showed that purchasing decisions for motorcycles were explained by brand awareness, brand image, and communication media. Sudarsono and Kurniawati (2013) showed that brand awareness, perceived quality, brand association, and brand loyalty have a positive influence on purchase decisions. This means that brand equity can provide the stimulus necessary to make a purchase decision for a particular item. Sukotjo and Radix (2010) found that the 7P approach influences purchasing decisions. Wangko (2013) found that product, price, placement, and promotion have a positive and significant impact on purchasing decisions for cars. Widhiarta and Wardana (2015) stated that brand equity influences brand decisions. Zuliyarso et al. (2013) demonstrated that brand equity has a significant influence on purchasing decisions. They also showed that the simultaneous promotion of brand equity positively influenced consumer purchase decisions for motorcycles.

Mandic (2009) proved that effective campaigns to improve a product's image can positively influence consumer purchase decision. Similarly, Soharjoni (2014) demonstrated that a product's quality and price influence its image and consequently the consumer purchase decision. On the basis of these studies, the following hypothesis is proposed: H_1—Vespa's product, price, promotion, and image influence its purchase decision.

Mastrobuoni et al. (2013) observed a link between a product's price and quality, whereas Sitorus (2015) held that a product's price is determined not only by the quality but also by its image. On the basis of these studies, the following hypothesis is proposed: H_2—Vespa's product, price, promotion, and quality influence its purchase decision.

Ponnam et al. (2015) stated that only the product can affect brand equity, whereas Gholami et al. (2016) held that the power of sales lifts brand equity. Chen and Green (2011) studied the 4P effects on brand equity. In contrast, Sallam (2016) observed that only a product's image can affect brand equity. On the basis of these studies, the following hypothesis is proposed: H_3—Vespa's product, price, promotion, and equity influence its purchase decision.

Ogba and Tan (2009) and Manesh and Hozouri (2013) proved that only image can affect customer loyalty, whereas Ou (2016) and Shin et al. (2014) showed that only brand equity can influence customer loyalty. Herman (2011) observed that only a product's quality can determine customer loyalty. However, Subramaniam et al. (2014) stated that customer loyalty is influenced brand image and product quality. Loureiro (2013) provided evidence that disproved that brand equity is determined by a product's quality and customer loyalty. On the basis of these studies, the following hypothesis is proposed: H_4—Vespa's image, quality, equity, and loyalty influence its purchase decision.

According to Suciningtyas (2012), purchase decisions are determined by the brand image, whereas Hamidi et al. (2014); Akhtar et al. (2016); Widhiarta and Wardana (2015); and Sudarsono and Kurniawati (2013) stated that most purchase decisions are based on brand equity. Other studies put forth many factors that determine purchase decision. For example, Baihakki (2013) found purchase decisions to be determined by brand image, product quality, and the power of promotion. Sitorus (2015) found purchase decisions to be determined by the price of the product, brand image, and product quality. Soharjani (2014) found purchase decisions to be determined by product, price, and image. On the basis of these studies, the following hypothesis is proposed: H_5—Vespa's image, quality, and equity influence its purchase decision.

Loyalty to a product can cause consumers to buy that product repeatedly (Sanyal et al., 2014; Arunmuhil and Arumugam, 2013). Baihakki (2013) stated that purchase decisions are based on brand image, product quality, and promotional power; this supports Sitorus (2015), who found sufficient purchasing decisions based on price, brand image, and product quality. On the basis of these studies, the following hypothesis is proposed: H_6—Vespa's image, quality, equity, and loyalty influence its purchase decision.

2. RESEARCH METHODS

This study, which describes the influence of the product, price, promotion, image, quality, equity, and loyalty on purchase decisions for rare products, was conducted in 2016. The problems that will be discussed are limited to the influences on purchase behavior of product, price, promotion, image, quality, equity, and loyalty for a rare commodity. This study uses a descriptive research method, a systematic method used to describe the facts or characteristics of the population or area. As Sugiyono (2010. p. 12) explains, "research method is a scientific way to obtain data for the purpose and usefulness." The independent variables in this study are product (X_1), price (X_2), promotion (X_3), image (X_4), quality (X_5), and equity (X_6). The dependent variables in this study are loyalty (Y_1) and purchase decision (Y_2) of Vespa motorcycles in Jakarta, Indonesia. This study used a questionnaire survey as the data collection technique. According to Sugiyono (2010. p. 199), questionnaires collect data by presenting a set of written questions/statements for respondents to answer. For this study, questionnaires were distributed among individual and groups of motorcyclists of the Vespa community in Jakarta. Data collection was conducted from January to March 2016.

All variables were operationalized using a Likert-type scale. The Likert scale, according to Sugiyono (2010. p. 132), is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The closed responses of the scale range from very positive to very negative: Strongly agree (5), agree (4), agree moderately (3), disagree (2), and strongly disagree (1).

According to Sugiyono (2010. p. 80), a sample of the population consists of objects or subjects that have certain qualities and characteristics as defined by the researcher to learn and then draw conclusions. As previously mentioned, this study's population is a group of people who are members of the Vespa motorcycle community in Jakarta. A sample of 100 respondents was obtained through observation of the Vespa motorcycle community. In assembling the sample, it was found that there are fewer older Vespa owners. Determination of the sample size was based on Slovin's formula (n = N/(1+Ne2), where n is the sample size, N is the population size, and e is the margin of error to be decided by the researcher. For this descriptive study, a sample size of 100 was determined to represent the Vespa motorcyclist population in Jakarta.

Primary data are obtained directly from the object to be studied and come either directly from the object or through a questionnaire. Primary data in this study were obtained directly from interviews with and questionnaires administered to members of the Vespa community in Jakarta.

Data comprise facts and figures that are relatively meaningless to the user. Meanwhile, data processing techniques are methods used by researchers to collect data (Sugiyono, 2010. p. 11). In this study, the researchers collect primary data, i.e. data obtained from the first source, either from individuals or sole proprietorships. Primary data are obtained through the distribution of questionnaires to a sample that has been determined.

Secondary data are primary data that have been processed and presented by another party. In this study, researchers tried to collect a variety of secondary data from the Internet and related institutions to use as supporting data.

The main data of this study were obtained through field research in the Vespa community. There are several techniques in conducting field research, such as questionnaires, structured interviews, open-ended interviews, and observation. The questionnaire comprised both closed and open questions. Measurements using a variable interval scale that gauges whether a range of values has meaning and is capable of producing measurements allow the calculation of the average, standard deviation, statistical test parameters, correlations, and so on.

According to Ghozali (2013. p. 52), a validity test is used to measure whether a questionnaire is legitimate or valid. A questionnaire is considered valid if the questions in the questionnaire can reveal something about what is being measured. In other words, validity is a measure that indicates the extent to which the measuring instrument is capable of measuring what is being measured. A validity test is conducted by comparing the value r with r table, by comparing the value of the output r (corrected item - total correlation) with r table. If r is greater than r table, then the questions are valid; if r is smaller than the r table, then the question is not valid (Ghozali, 2013. p. 54).

After determining the validity of the research instrument, the next step is to measure the reliability of data obtained from the research instruments. A reliability test is used to measure the consistency of the data within a certain period, namely, to determine whether a measurement is trustworthy or reliable. The reliability test aims to assess consistency (Ghozali, 2013. p. 48).

The reliability test found the questionnaire to be reliable for Cronbach's alpha >0.60 (Ghozali, 2013. p. 60). The criterion for making the decision was as follows: If the coefficient of alpha is >0.60, then the coefficients are reliable. If the result of alpha coefficient is <0.6, then the questionnaire is not reliable. Data collected from respondents were then processed using statistical calculations. The results of the questionnaire variables X_1, X_2, X_3, and Y were used for data analysis to examine the answers of 100 respondents. Data processing was performed to analyze whether there is a relationship between the variables X and Y.

Assessment was done by using the distance that can be calculated through the highest and lowest scores as described below. Based on the interval, the answers (i.e. respondents' assessments of the statements contained in the questionnaire about the variables examined in this study) can be grouped as follows: 421-500: Very good; 341-420: Good; 261-340: Fair; 181-260: Poor; and 100-180: Very poor. These intervals can be used to measure the respondents' assessment criteria on the questionnaire about the variables studied.

The normality test analyzes whether the regression model or residual confounding variables have a normal distribution. A good regression model is a model that has a normal or nearly normal distribution. There are two ways to detect whether the residuals are normally distributed with graphical analysis and statistical tests (Ghozali, 2013. p. 160). The autocorrelation test aims to determine the correlation between variables' disorders. If there is no problem of correlation, then this is called "autocorrelation." This study used the Durbin–Watson test (Sugiyono, 2010. p. 33), as described below:

- Positive autocorrelation detection: If d < dL, then there is a positive autocorrelation; if d > dU, then there is no positive autocorrelation; and if dL < d < dU, then the test is inconclusive.
- Negative autocorrelation detection: If (4-d) < dL, then there is negative autocorrelation; if (4-d) > dU, then there are no negative autocorrelation; and if dL < (4-d) < dU, then the test is inconclusive.

Homoscedasticity shows that the variance of the error is constant. One of the test statistics that can be used to test whether the variance of the error has homoscedasticity is the Breusch–Pagan test. This test assumes that the error components are independent and normally distributed. In addition, the range of error associated

with the level of the independent variable X is defined as follows: $Y = b_0+b_1x_1+b_2x_2+b_3x_3$ … (Sugiyono, 2010. p. 291).

The multicollinearity test aims to see whether there is a high correlation between the independent variables and the relationship between the independent variables on its associated variables to be disturbed. A good regression model should not exhibit correlation between the independent variables (Ghozali, 2013. p. 105). The multicollinearity test can be seen from the value of tolerance and variance inflation factor and the magnitude of the correlation between the independent variables. If there is a correlation, then there is a problem called multicollinearity. A regression model can be said to be free of multicollinearity if it has a VIF around the value 1 and has a number of tolerances close to 1. Alternatively, when viewed with the amount of correlation between the independent variables, the regression model can be said to be free of multicollinearity if the correlation coefficient between independent variables is weak (below 0.5). If the correlation is strong, then there is a problem with multicollinearity.

The data analysis techniques used in this research are descriptive statistics. Descriptive statistics are statistics used to analyze data in ways that describe or depict the data collected in accordance with the facts without making generalized conclusions (Sugiyono, 2010. p. 147). Descriptive analysis was chosen because the research was conducted without the sampled population and this study seeks strong correlation between the variables through correlation analysis.

According to Sugiyono (2010. p. 23), quantitative methods are used for numeric analysis. Quantitative methods are used when the problem is a deviation between the supposed case, between the rules of the execution, between theory and practice, or between a plan and its implementation.

To test the hypotheses in this study, we used the multiple regression method, which aims to predict major dependent variables using variable data independent of known magnitude. This method tests the effect of two or more independent variables on the dependent variable with an interval or ratio measurement scale in a linear equation.

Hypothesis testing is done through the coefficient of determination (R^2 adjusted) and the test statistic t, which determines the statistical difference between the sample mean of the test variable and chance. If the calculated t value is greater than the critical t value, then we reject the null hypothesis. These steps are described below:

1. Test of hypotheses by comparing t count with t table:
   a. If - t < - t table or t > t table, then H_o is rejected and H_a accepted, meaning that partially independent variables have a significant influence on the dependent variable.
   b. If t ≤ t table or - ≥ t - t table, then H_o is accepted and H_a is rejected, meaning that partially independent variables have no significant effect on the dependent variable.
2. Hypothesis-based test of significance:
   a. If the significance is >0.05, then H_o is accepted.
   b. If the significance is <0.05, then H_o is rejected.
   c. Significant simultaneous test (test statistic F).

The statistical test F basically shows whether all the independent or free variables that were included in the model have influence together on the dependent variable tested at a significance level 0.05 (Ghozali, 2013. p. 98).

If the F count is greater than the F table, then H_o is rejected and H_a accepted, which means that the independent variable has a significant effect on the dependent variable using a significance level of 0.05 when the value of F count > F table. Then, all independent variables affect the dependent variable together. If the probability value is <0.05 (for a significance level = 0.05), then the independent variables together have an effect on the dependent variable. Meanwhile, if the value of the probability is >0.05, then the independent variables simultaneously have no effect on the dependent variable.

3. RESULTS AND ANALYSIS

In this study, the characteristics of respondents included gender, age, education, and employment. The respondents were predominantly men (88 of 100), with the following age groups: 22-27 years (70%), 28-33 years (15%), 34-39 years (10%), and >40 years (5%). Respondents with a high school education/ Diploma III numbered 25 and the rest (75) held a bachelor's degree (S-1).

Descriptive analytics were performed on questionnaire responses grouped by variable, as shown below.

The assessments of respondents regarding Vespa products variable were fit into "good" range (341-420). This means that although Vespa began production several decades ago, it is generally considered a "good" product due to its durability. The assessments of respondents regarding Vespa prices variable were fit into "good" range (341-420). This means that the price of a Vespa is considered competitive. Similarly, the assessments of respondents regarding Vespa images variable is still embedded in the minds'of consumers, which were fit into "good" range (341-420). The assessments of respondents regarding Vespa equity variable were fit into "good" range (341-420). This means that the equity Vespa established several decades ago is embedded in the minds' of consumers. The assessments of respondents regarding Vespa quality variable were fit into "good" range (341-420). This means that although the quality Vespa produced several decades ago generally still remain qualified today. The assessments of respondents regarding Vespa loyalty variable were fit into "good" range (341-420). In other words, consumers' Vespa loyalty established several decades ago generally persists even today.

3.1. Assumption Testing

A normality test is required to determine if a population is normally distributed. Based on this study normallity test distributed data were around the line functions; thus, it can be said that the data were representative of the population.

An autocorrelation test is used to determine whether there is a close relationship between variables so that the population cannot separate the variables to be measured. In this study, the results

for n respondents = 100 and k variables = 6 were as follows: dL = 1.5496, dU = 1.8031, dl > d > dU: 1.5496 < 1.666 < 1.8031. This means that autocorrelation cannot be determined.

A homoscedasticity test is used to determine whether there is a variation (heteroscedasticity) in the observations. If there is no variation, then it can be incorporated into homoscedasticity. In this study, there was homoscedasticity.

In testing for multicollinearity, if there is an eigenvalue more than 0.01 or condition index <30, then it can be concluded that multicollinearity does not occur within the regression model. The results of this study, eigenvalues >0.01, although the condition index of 40.593 was over 30.

In the F table with n = 100 and k = 6, D.F. = 2.19. The F count was greater than F table (20.165 > 2.19) and reinforced with a significant value 0.000 < 0.005. Based on the calculation above, the independent variables (product, promotion, price, image, quality, equity, and loyalty) simultaneously influenced the dependent variable (purchase decision).

T table 0.05/2 with df = n−k−1 is critical value was 0.67708. T count < t table so that the null hypothesis is accepted. It meant that the independent variable had no effect on the dependent variable.

Regression analysis found that purchase decision is influenced by 0.89 constant + 0.413 product − 0.048 price – 0.121 promotion + 0.377 image + 0.023 equity + 0.211 quality − 0.054 loyalty. From the regression analysis above, it can be stated that the decision to purchase scarce (rare) products is determined sequentially by product, image, quality, and promotion, whereas the rest did not have a great influence, with some negative impact.

Determinat test calculation found 0.70. This meant that in making decision to buy a rare item or product determined by 70% the independent variables, whereas the rest is influenced by other variables not examined in this study.

Model fit results in Table 1 shows the results to be largely unfavorable to the model created. As seen in Table 2, the relationship between variables that most (>0.50).

Relationships between variables in Table 2 shows first four rows estimate more than >0.50. It meant that the first four rows gave significant relationship between variables rather than another relationships variables.

Table 1: Results model fit

Compatibility test	Target	Result	Conclusion
Chi square	P>0.05	39.579	Not good
NCP interval	Small value	0	Not good
RMSEA	<0.05	0.238	Not good
ECVI	Small value	1.006	Not good
AIC	Small value	99.579	Not good
CAIC	Small value	207.734	Not good
NFI	>0.9	0.874	Not good
NNFI	>0.9	0.187	Not good
CFI	>0.9	0.883	Not good
IFI	>0.9	0.891	Not good
RFI	>0.9	0.414	Not good
CN	>200	39.579	Not good
RMR	<0.05	0.015	Not good
GFI	>0.9	0.917	Not good
AGFI	>0.9	0.505	Not good

Source: Present research data

Table 2: Relationships between variables

Variavbles	Estimate	S.E.	C.R.	P
Image←product	0.636	0.101	6.265	***
Decision←image	0.554	0.071	7.815	***
Quality←promotion	0.508	0.059	8.594	***
Loyalty←quality	0.502	0.089	5.650	***
Loyalty←image	0.343	0.075	4.603	***
Quality←product	0.340	0.078	4.341	***
Decision←quality	0.305	0.088	3.458	***
Equity←price	0.254	0.089	2.836	0.005
Equity←product	0.201	0.149	1.354	0.176
Equity←promotion	0.122	0.136	0.900	0.368
Quality←price	0.085	0.051	1.667	0.095
Image←price	0.032	0.077	0.418	0.676
Equity←image	0.031	0.116	0.267	0.790
Image←promotion	0.030	0.090	0.334	0.738
Decision←equity	0.030	0.064	0.471	0.638
Loyalty←equity	−0.006	0.074	−0.075	0.941
Decision←loyalty	−0.084	0.087	−0.973	0.331
Quality←image	−0.117	0.066	−1.778	0.075
Equity←quality	−0.177	0.175	−1.015	0.310

Source: Present research data

4. COMPARISON WITH PREVIOUS STUDIES

Mandic (2009) proved that a good marketing campaign improves product image. Soharjani (2014) demonstrated that a product's quality and price influence its image and consequently the consumer purchase decision. According to this study, rare product purchasing decisions are influenced mainly by image (0.554), which is determined by product (0.636), price (0.032), and promotion (0.030). Mastrobuoni et al. (2013) observed that there is a link between a product's price and quality, whereas Sitorus (2015) stated that the price is determined not only by the quality but also by the image. According to this study quality was affected by product (0.340), price (0.085), and promotion (0.508). Ponnam et al. (2015) stated that only the product can affect brand equity, whereas Gholami et al. (2016) stated that the power of sale lifts brand equity. Chen and Green (2011) observed product, pricing, distribution, and promotion (4P) effects with brand equity, whereas Sallam (2016) observed that only product image can affect brand equity. This study found equity to be influenced by price (0.254), product (0.201), and promotion (0.122). Ogba and Tan (2009) and Manesh and Hozouri (2013) proved that the image could affect customer loyalty, whereas Ou (2016) and Shin et al. (2014) maintained that brand equity can only influence customer loyalty and Herman (2011) observed that product quality can determine customer loyalty. However, Subramaniam et al. (2014) stated that customer loyalty is influenced not only by one variable but also by the brand image and product quality. Loureiro (2013) provided

evidence rejecting the notion that brand equity is determined by product quality and customer loyalty. In the present study, loyalty is influenced by quality (0.502), image (0.343), and equity (−0.006). According to Suciningtyas (2012), purchasing decisions are determined by the brand image, whereas Hamidi et al. (2014); Akhtar et al. (2016); Widhiarta and Wardana (2015); and Sudarsono and Kurniawati (2013) found more purchasing decisions based on brand equity. More studies support many factors that determine the purchasing decision: e.g. brand image, product quality, and promotion power (Baihakki, 2013); price, brand image, and product quality (Sitorus, 2015); and product, price, and image (Soharjani, 2014). In the present study, purchasing decisions are influenced by image (0.554), quality (0.305), and equity (0.030). Loyalty to a product causes consumer to buy a product repeatedly (Banarjee, 2014; Arunmuhil and Arumugam, 2013); however, Baihakki (2013) stated that purchase decision was based on brand image, product quality, and promotional power. Sitorus (2015), who found sufficient purchasing decisions based on price, brand image, and product quality. Based on the current study, loyalty had an inverse correlation and small effect (−0.084) regarding rare product purchasing decisions.

5. CONCLUSION AND SUGGESTIONS

The following conclusions are based on the research objectives, research framework and data analysis:

1. Vespa's image is sequentially affected by its product (0.636), price (0.032), and promotion (0.030).
2. Vespa's quality is sequentially affected by promotion (0.508), not the product (0.340), and price (0.085).
3. Vespa's equity is sequentially driven by price (0.254), product (0.201), and promotion (0.122).
4. Loyalty for Vespa is sequentially affected by quality (0.502), image (0.343), and equity (−0.006).
5. Purchase decisions regarding Vespa are influenced by image (0.554), quality (0.305), and equity (0.030).
6. Loyalty for Vespa has an inverse correlation (−0.084) to rare product purchase decisions.

Having analyzed the respondents' assessments, the following recommendations are presented:

1. The image and equity of Vespa to promotion got the lowest relationship; therefore, it is recommended that the promotion of antique Vespas is further enhanced in a variety of ways to increase its equity and image as well.
2. The quality of Vespa got the lowest relationship than price, which suggested antique Vespa quality further improved, since the quality related to the price.
3. Loyalty and purchase decisions regarding Vespa received the lowest assessment and in opposite directions to equity. Improving the image can raise equity such that loyalty will also be increased, thereby increasing the purchase decisions of Vespa and its accessories.

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