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# The Influence of Product Quality, Brand Image, and Brand Trust on Automatic Motorcycle Purchase Decisions

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## Abstract

Amid increasing competition in the Indonesian motorcycle market, understanding the factors that influence consumers' purchasing decisions is crucial for manufacturers. This study investigates the extent to which product quality, brand image, and brand trust shape consumers' purchasing decisions for automatic motorcycles. Employing a quantitative descriptive design, data were collected from 170 automatic motorcycle users selected through purposive sampling, and hypotheses were tested using multiple linear regression. The findings indicate that product quality does not exert a significant influence on purchase decisions, whereas brand image and brand trust have positive and significant effects. Additionally, product quality, brand image, and brand trust collectively exert a significant simultaneous effect on consumers' decisions to purchase automatic motorcycles. This study contributes to marketing literature by providing empirical evidence on the relative importance of brand-related factors in influencing consumer behavior and offers practical insights for enhancing marketing strategies.

## Keywords

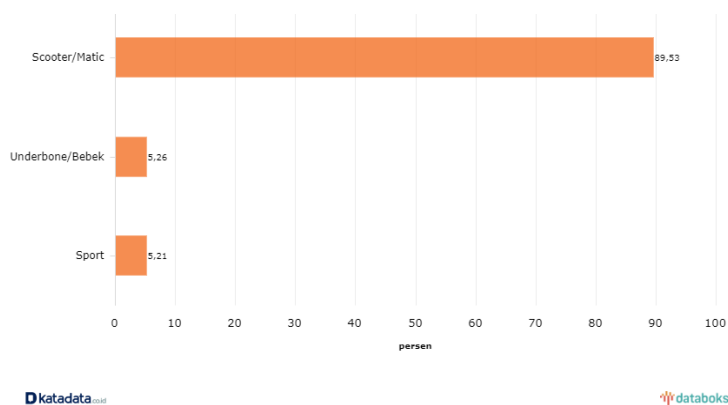
Brand Image, Brand Trust, Product Quality, Purchasing Decisions.

## 1. Introduction

The national transportation system is vital for Indonesia's development, facilitating the movement of people and goods and supporting economic growth. As an archipelagic nation, Indonesia focuses on three objectives in transportation development: enhancing economic activity, ensuring national stability, and reducing regional disparities by expanding distribution networks. Land transportation, a key component, significantly contributes to regional economic advancement, as areas with well-connected networks tend to grow faster than isolated regions.

According to data from the Indonesian traffic police reported by [otomotif.kompas.com](http://otomotif.kompas.com), motorcycles were the most widely used motor vehicles in Indonesia in 2023, totalling 127,976,339 units. Private cars ranked second with 19,177,264 units. Large vehicles occupied the third position with 5,947,888 units, followed by buses in fourth place with 213,788 units. Special-purpose vehicles constituted the smallest category, amounting to 85,113 units.

**Proportion of Motorcycle Sales in Indonesia by Type (July 2023)**

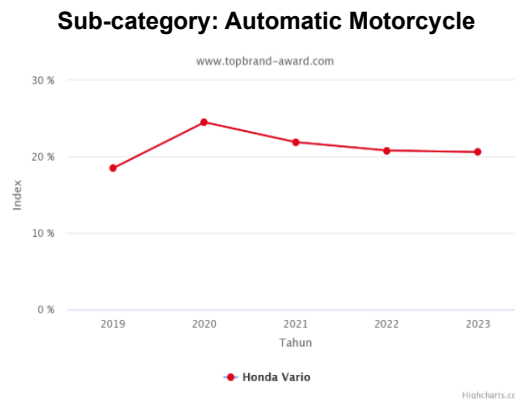


Source: [databooks.katadata.id](http://databooks.katadata.id)

**Figure 1.** Sales Composition of Motorcycles in Indonesia (2023)

Motorcycle sales in Indonesia are dominated by automatic motorcycles or scooters. As shown in Figure 1, scooters accounted for 89.53% of total national motorcycle sales in July 2023. This dominance is largely driven by their user-friendly design, including wider seating, spacious footrests, and the use of a Continuously Variable Transmission (CVT) system, which enhances riding convenience by eliminating manual gear shifting. In comparison, underbone motorcycles represented 5.26% of total sales, followed closely by sport motorcycles at 5.21%, reflecting lower consumer preference for models with manual transmissions and designs less suited to daily commuting.

Industry sales data further indicate that Honda has consistently maintained a dominant position in the Indonesian motorcycle market. AISI reported that in 2021, Honda captured 77.8% of total sales, significantly outperforming competitors such as Yamaha, Kawasaki, Suzuki, and TVS. This market leadership is reinforced by Honda's extensive dealership network. As reported by [oto.com](http://oto.com), Honda operates 1,676 official motorcycle dealerships across 336 cities in Indonesia. Dealerships play a critical role in the automotive industry by facilitating product distribution, enhancing market accessibility, and building long-term customer relationships through effective communication and after-sales services. Consequently, Honda's expansive dealer presence strengthens its brand visibility and supports its sustained competitive advantage in the national motorcycle industry.



**Figure 2.** Decline in Sales of Honda Beat Automatic Motorcycles (2023)

Figure 2 shows a declining trend in Honda Beat automatic motorcycle sales performance based on the Top Brand Index from 2021 to 2023. After reaching an index value of 24.5% in 2020, Honda Beat experienced a decrease to 21.9% in 2021, followed by further declines to 20.8% in 2022 and 20.6% in 2023. Despite being offered in multiple variants to accommodate diverse consumer preferences, this downward trend suggests a gradual erosion of Honda Beat's market dominance during the observed period.

A purchasing decision represents a consumer's deliberate process of evaluating and selecting a product offered by a seller and constitutes an essential component of consumer behavior, which involves how individuals or groups choose, use, and gain satisfaction from products that meet their needs (Adipramita, 2019; Nasution et al., 2019). This perspective emphasizes that purchase decisions result from systematic and rational considerations rather than impulsive actions.

Purchase decisions are influenced by various factors, including product quality, brand image, and brand trust (Febriyanti & Anik, 2016). Product quality, reflected in aspects such as performance, durability, and service, is perceived as high when it meets consumer expectations and enhances usage experience. However, empirical findings remain inconsistent: several studies report a significant influence of product quality on purchase decisions (Panget et al., 2018; Juliana et al., 2018; Wibawa et al., 2018; Tannia & Yulianthini, 2021; Madani et al., 2023). Meanwhile, others find no significant relationship (Martini, 2015; Laila & Sudarwanto, 2018; Rahmawati et al., 2020; Adonis & Silintowe, 2021).

Brand image, reflecting a brand's identity and consumer perceptions (Miati, 2020), enhances confidence and loyalty. Studies by Juliana et al. (2018), Wibawa et al. (2018), Habir et al. (2020), and Pasaribu (2022) confirm its influence, though Abdjul et al. (2018), Fauzi and Sampurna (2020), Setyani and Prabowo (2020), and Adonis and Silintowe (2021) found no significant effect. Brand trust, indicating consumer belief in product reliability, is crucial for long-term relationships Bahrudin and Zuhro, 2015) and significantly affects purchase decisions according to Talunohi et al. (2022), Novriansyah et al. (2022), and Gumelar et al. (2023), while Pradwita (2020) and Sherry and Heryenzus (2022) report no effect.

The inconsistency in prior empirical results indicates a research gap regarding the relative importance of product quality compared to brand-related factors in shaping consumer purchasing decisions. Therefore, this study aims to analyze the partial and simultaneous effects of product quality, brand image, and brand trust on purchasing decisions for Honda Beat automatic motorcycles.

## 2. Literature Review and Hypothesis Development

### 2.1. The Effect of Product Quality on Purchase Decisions

According to Schiffman and Kanuk (2010), consumer behavior refers to the actions undertaken by individuals when searching for, purchasing, using, evaluating, and ultimately disposing of products and services that they expect will satisfy their needs. Tjiptono (2008) similarly describes consumer behavior as the observable activities performed by individuals in acquiring, utilizing, and determining products or services, including the decision-making processes that precede and follow these actions.

Product quality constitutes a crucial element of the marketing mix and serves as one of the primary determinants influencing consumer purchasing decisions. When evaluating a product, consumers typically assess various attributes, including quality, product composition, and price. As market competition intensifies, companies must place greater emphasis on ensuring superior product quality in order to differentiate themselves from rivals. A product that consistently meets or exceeds consumer expectations is more likely to drive favorable purchase decisions compared to competing offerings.

Product quality is a crucial element of the marketing mix and a primary consideration for consumers when purchasing or using a product. Sari and Suryoko (2017) defines it as a product's ability to perform its intended functions, including durability, precision, reliability, ease of operation, and repairability. Similarly, Assauri (2015) views product quality as a measure of a brand or product's capability to meet expected performance, while Kotler and Armstrong (2014) emphasize its role in ensuring effective function and consumer satisfaction. Tjiptono (2013) identifies several indicators of product quality, including performance (functional benefits), features (distinctive characteristics), reliability (low likelihood of failure), durability (long-term usability), serviceability (efficiency in addressing consumer complaints), and aesthetics (sensory appeal).

H1: Product quality has a significant effect on purchase decisions.

### 2.2. The Influence of Brand Image on Purchase Decisions

Schiffman and Kanuk (2010) further present a simplified consumer decision-making model consisting of three main components: input, process, and output. The input stage includes sociocultural characteristics like family, information sources, non-commercial references, and socioeconomic class, as well as marketing considerations like product, promotion, price, and distribution channels that impact customer purchasing decisions. The identification of needs is the first step in the second stage, the decision-making process, which is then followed by the search for pre-purchase information and the assessment of options. Numerous psychological elements, such as motivation, perception, knowledge, personality, and attitudes, influence this stage. Past experiences may also serve as valuable information that guides decision-making. The final component, the output stage, includes actual purchasing behavior and post-purchase evaluation (Hotimah, 2023).

Ferrinadewi (2008) defines brand image as the perception of a brand formed through consumers' associative memories. Similarly, Sutisna (2003) describes brand image as the cumulative perception built through information and past experiences with a product or brand. A strong and positive brand image enhances a company's likelihood of attracting new consumers, as it reinforces feelings of familiarity, trust, and confidence. Conversely, a weak or negative brand image makes it more difficult for a company to acquire new customers. Many consumers rely heavily on brand image when deciding whether to purchase a particular product, especially in markets with numerous competing brands.

Brand image refers to the set of consumer perceptions shaped by a brand's distinctive characteristics, which influence attitudes and behaviors toward the brand. Sutisna (2003) defines it as the overall impression formed in consumers' minds based on information and past experiences. A strong brand image can foster consumer trust, which is reinforced by consistent product quality, enhancing confidence in using the product (Fadli, 2021). According to Kotler and Keller (2016), brand image can be assessed through three indicators: brand association superiority, highlighting a product's advantage over competitors; brand association strength, reflecting the brand's personality and identity consistently communicated through marketing efforts to maintain recognition and customer connection; and brand association uniqueness, referring to distinctive attributes that differentiate the brand from others.

H2: Brand image has a significant effect on purchase decisions.

### **2.3. The Effect of Brand Trust on Purchase Decisions**

The Theory of Planned Behavior (TPB), an extension of the Theory of Reasoned Action (TRA), was developed by Icek Ajzen and Martin Fishbein in 1991 by incorporating the construct of Perceived Behavioral Control (PBC). This theory posits that an individual's behavior is determined by their intention to perform or refrain from performing a particular action (Mahyarni, 2013; Baharudin & Zuhro, 2015). The three main components of TPB are perceived behavioral control, attitude, and subjective norm. Lestari and Widayati (2022) explain that attitude reflects an individual's beliefs about a specific behavior and their evaluation of whether engaging in that behavior would yield favorable outcomes. Subjective norms refer to one's perception of social expectations, such as those from parents, friends, or relatives, regarding whether the behavior should be performed. Perceived behavioral control describes an individual's perception of their ability to carry out a certain action (Sukandar et al., 2024). Brand trust is defined as consumers' willingness to rely on a brand based on the belief that it can effectively perform its intended functions. A brand becomes trustworthy when it consistently delivers high-quality and beneficial products or services, which in turn encourages consumers to depend on the brand. When consumers develop strong trust toward a brand, they are more inclined to purchase its products and remain loyal over time.

According to Laksono and Suryadi (2020), trust is a belief that reflects consumer confidence in a seller's ability to deliver promised services. Brand trust, specifically, refers to consumers' willingness to rely on a brand based on its perceived ability to perform as intended. Dharmayana and Rahanatha (2018) emphasize that brand trust is crucial for maintaining strong customer relationships, while Noor (2014) suggests that consistent high-quality and reliable product performance fosters repeat purchases and brand recommendations. Chaudhuri and Holbrook (2001) identify four indicators of brand trust: trust, reflecting belief in the product or service through the brand; reliability, the dependability of the brand's offerings; honesty, the perceived truthfulness and transparency of the brand; and safety, the confidence that the brand and its products provide security.

H3: Brand trust has a significant effect on purchase decisions.

### **2.4. Simultaneous Effect on Purchase Decisions**

A purchase decision represents a crucial stage in the consumer decision-making process, in which individuals evaluate available alternatives and ultimately choose to buy a particular product or service (Adipramita, 2019). Schiffman and Kanuk (2008) define a purchase decision as the act of selecting one option from two or more

alternatives, emphasizing that decision-making occurs only when consumers are faced with multiple choices. Tjiptono (2015) further explains that purchase decisions involve both direct and indirect actions undertaken by consumers to obtain and use products that fulfill their needs. Collectively, these perspectives suggest that a purchase decision is not merely an act of buying, but a structured process involving evaluation, selection, and post-purchase use of a product that is perceived as the most suitable among competing options.

From a managerial and analytical perspective, purchase decisions can be assessed through several key indicators. Permatasari (2017) identifies four main dimensions: need suitability, which reflects the extent to which a product aligns with consumer needs and is easily accessible; perceived benefit, referring to the value and functional advantages offered by the product; accuracy in product selection, which evaluates whether the product’s price and quality correspond with consumer expectations; and repeat purchase, which occurs when consumers choose to buy the same product again due to satisfaction with its performance. These indicators highlight that purchase decisions are influenced by multiple interrelated factors and should be examined simultaneously to capture the comprehensive impact of product attributes and brand-related perceptions on consumer behavior.

H4: Product quality, brand image, and brand trust simultaneously have a significant effect on purchase decisions.

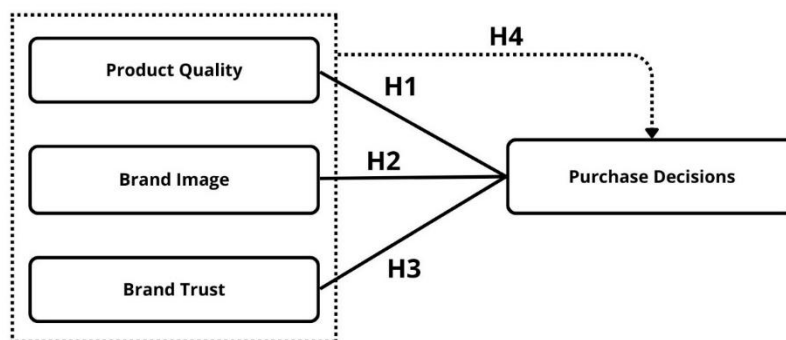


Figure 3. Conceptual Framework

Figure 3 illustrates the conceptual framework of this study, showing the relationships between product quality, brand image, and brand trust as independent variables influencing consumers’ purchase decisions. Additionally, the framework considers the combined effect of these three factors on purchasing decisions, highlighting how each element contributes individually and collectively to consumers’ final choices.

### 3. Methods

This research employs a quantitative approach. The primary objective is to investigate how the independent factors of product quality, brand image, and brand trust affect the dependent variable of purchase choice. The study uses a survey approach, sending out standardized questionnaires to collect data. The relationships between the variables are then determined by looking at the questionnaire replies.

The population of this study comprises Indonesian consumers who have previously used the Honda Beat automatic motorcycle. A non-probability sampling technique, specifically purposive sampling, was employed to select respondents who met certain criteria. These include having used a Honda Beat automatic motorcycle

for at least one year, residing within Indonesia, and being at least 17 years old to ensure they are capable of taking responsibility for their decisions.

The study makes use of both primary and secondary data sources. To make sure the research tool is accurate and consistent, validity and reliability tests are carried out. A pre-test with 30 respondents is conducted before the primary data collection to assess the validity and reliability of the questionnaire items. SPSS version 27 is used for these validity and reliability evaluations.

Classical assumption tests and multiple linear regression analysis are the two primary parts of the data analysis process used in this investigation. The normality test, which determines whether the variables in the regression model are normally distributed (Februyanti & Anik, 2016). The multicollinearity test determines whether correlations exist among independent variables (Hotimah, 2023). The heteroscedasticity test, which determines whether the residuals in the regression model maintain constant variance across observations, is an example of the classical assumption tests.

Multiple linear regression analysis is then conducted to examine the effects of the independent variables product quality (X1), brand image (X2), and brand trust (X3) on the dependent variable, purchase decision (Y). The analysis involves three statistical tests: the t-test, which assesses the partial effect of each independent variable on the dependent variable; the F-test, which evaluates the simultaneous influence of all independent variables on the dependent variable; and the Coefficient of Determination (R<sup>2</sup>), which indicates the extent to which the independent variables explain variations in the dependent variable (Ghozali, 2018).

#### 4. Results

This study's validity test uses the Pearson Product-Moment correlation algorithm with a significance level of  $\alpha = 0.05$  (5%). This significance level was chosen since it is frequently applied in comparable empirical research and is thought to be sufficient for assessing the validity of the instrument. If the computed correlation coefficient (r-count) exceeds the critical value from the correlation table (r-table), the questionnaire item is considered valid.

The conventional correlation distribution formula is used to get the r-table value for a sample size of 170 responders with a pretest comprising 30 participants at a significance level of  $\alpha = 0.05$ . The item is deemed to accurately measure the construct targeted in this study if the r-count is higher than the r-table value. With a significance level ( $\alpha$ ) of 0.05 or 5% and degrees of freedom estimated as  $d^2 = 170 - 2 = 168$ , the study's r-table value is 0.1266. If the computed r-count is higher than the r-table value, the item is deemed legitimate. Table 1 displays the findings of the validity tests for the four variables utilized in this investigation.

Table 1. Validity and Reliability Test

| Variable        | Indicator | R-Count | R-Table | Description | Cronbach Alpha |
|-----------------|-----------|---------|---------|-------------|----------------|
| Product Quality | X1.1      | 0.431   | 0.1266  | Valid       | 0.782          |
|                 | X1.2      | 0.449   |         |             |                |
|                 | X1.3      | 0.471   |         |             |                |
|                 | X1.4      | 0.411   |         |             |                |
|                 | X1.5      | 0.525   |         |             |                |
|                 | X1.6      | 0.430   |         |             |                |
|                 | X1.7      | 0.422   |         |             |                |
|                 | X1.8      | 0.423   |         |             |                |
|                 | X1.9      | 0.326   |         |             |                |
|                 | X1.10     | 0.502   |         |             |                |
|                 | X1.11     | 0.561   |         |             |                |

| Variable          | Indicator | R-Count | R-Table | Description | Cronbach Alpha |
|-------------------|-----------|---------|---------|-------------|----------------|
|                   | X1.12     | 0.341   | 0.1266  | Valid       | 0.636          |
|                   | X1.13     | 0.302   |         |             |                |
|                   | X1.14     | 0.452   |         |             |                |
|                   | X1.15     | 0.284   |         |             |                |
|                   | X2.1      | 0.665   |         |             |                |
|                   | X2.2      | 0.644   |         |             |                |
| Brand Image       | X2.3      | 0.458   |         |             |                |
|                   | X2.4      | 0.569   |         |             |                |
|                   | X2.5      | 0.625   |         |             |                |
|                   | X2.6      | 0.602   |         |             |                |
|                   | X3.1      | 0.564   |         |             |                |
|                   | X3.2      | 0.522   |         |             |                |
| Brand Trust       | X3.3      | 0.525   | 0.1266  | Valid       | 0.735          |
|                   | X3.4      | 0.647   |         |             |                |
|                   | X3.5      | 0.584   |         |             |                |
|                   | X3.6      | 0.658   |         |             |                |
|                   | X3.7      | 0.616   |         |             |                |
|                   | X3.8      | 0.610   |         |             |                |
| Purchase Decision | Y.1       | 0.562   | 0.1266  | Valid       | 0.712          |
|                   | Y.2       | 0.542   |         |             |                |
|                   | Y.3       | 0.571   |         |             |                |
|                   | Y.4       | 0.513   |         |             |                |
|                   | Y.5       | 0.483   |         |             |                |
|                   | Y.6       | 0.554   |         |             |                |
|                   | Y.7       | 0.553   |         |             |                |
|                   | Y.8       | 0.636   |         |             |                |
|                   | Y.9       | 0.541   |         |             |                |

Based on Table 1, all computed r-count are higher than the r-table value, it indicates that all statement items utilized in this study are valid at a 5% significance level. The Cronbach's Alpha ( $\alpha$ ) statistical approach was used to perform the reliability test. According to Prayitno (2014), an instrument is rated reliable in this context if its Cronbach's Alpha coefficient is greater than 0.60, and unreliable if it is less than 0.60. The Cronbach's Alpha values for the product quality, brand image, and brand trust variables were 78.2% (0.782), 63.6% (0.636), 73.5% (0.735), and 71.2% (0.712), respectively. Since every Cronbach's Alpha value is greater than 60% (0.60), it can be said that all questionnaire variable indicators are trustworthy.

**Table 2.** One-Sample Kolmogorov–Smirnov Test

| Test                  | Value      |
|-----------------------|------------|
| N                     | 170        |
| Sig. Value            | 0.581      |
| Asymp. Sig (2-tailed) | 0.200      |
| Std. Deviation        | 2.31998380 |

The normality test was conducted using the Kolmogorov-Smirnov method by examining the significance of the value. Based on Table 2, the significance value of 0.581 is more than 0.05. Additionally, the Asymp. Sig. (2-tailed) value of 0.200 exceeds the significance limit of  $\alpha = 0.05$ . These findings imply that the data in this study have a normal distribution.

By computing the multiple correlation coefficients and comparing them with the correlation values between the independent variables, the multicollinearity test was carried out. The model's standard estimation errors can also be ascertained using this test. Ghozali (2018) states that if the Tolerance value is higher than 0.1 and the

VIF value is less than 10, multicollinearity is absent. Table 3 displays the multicollinearity test results.

**Table 3.** Multicollinearity Test

| Model           | Collinearity Statistic |       |
|-----------------|------------------------|-------|
|                 | Tolerance              | VIF   |
| Product Quality | 0.481                  | 2.077 |
| Brand Image     | 0.477                  | 2.096 |
| Brand Trust     | 0.502                  | 1.992 |

According to Table 3, the VIF values for the product quality, brand image, and brand trust variables are 2.077, 2.096, and 1.992, respectively. Furthermore, the tolerance values for brand trust, brand image, and product quality are all higher than 0.1. These findings show that every variable passes the multicollinearity test, indicating that the model does not have any multicollinearity problems.

This study uses the Spearman correlation test to test the heteroscedasticity. The model is deemed to be free of heteroscedasticity problems if the significance value (sig) between the independent variables and the absolute residuals is higher than 0.05 (Ghozali, 2018). Table 4 displays the heteroscedasticity test findings.

**Table 4.** Heteroscedasticity Test

| Model           | Sig.  |
|-----------------|-------|
| Product Quality | 0.459 |
| Brand Image     | 0.446 |
| Brand Trust     | 0.076 |

Based on Table 4, the variables product quality, brand image, and brand trust have significance values of 0.459, 0.446, and 0.076, respectively. This indicates that there is no evidence of heteroscedasticity in the variables used in this study, as all significance values are above the 0.05 threshold. In other words, the residuals in the regression model maintain a relatively constant variance across observations, ensuring that the results of the regression analysis are valid and not distorted by heteroscedasticity.

**Table 5.** Multiple Linear Regression Analysis

| Model           | Unstandardized Coefficient |            | Standardized Coefficient | T-Statistic | Sig.   |
|-----------------|----------------------------|------------|--------------------------|-------------|--------|
|                 | B                          | Std. Error | Beta                     |             |        |
|                 | Constant                   | 9.014      | 2.141                    |             |        |
| Product Quality | 0.071                      | 0.043      | 0.071                    | 1.623       | 0.106  |
| Brand Image     | 0.384                      | 0.103      | 0.384                    | 3.734       | <0.001 |
| Brand Trust     | 0.439                      | 0.078      | 0.493                    | 5.611       | <0.001 |

Based on the regression analysis presented in Table 5 above, the multiple linear regression equation obtained is as follows:  $Y = 9.014 + 0.071 X_1 + 0.384 X_2 + 0.439 X_3 + e$ . The constant value found is 9.014, which indicates that Y's value is 9.014 when X1, X2, and X3 are all equal to zero. The product quality (X1) variable's coefficient is 0.071, meaning that a rise in product quality will result in a 0.071 increase in purchase decision. A 0.384 increase in brand image (X2) will result in a 0.384 increase in purchase decision. In the meantime, the brand trust variable's coefficient is 0.493, meaning that a rise in brand trust will result in a 0.493 increase in purchase decision.

Table 5 presents the results of the multiple linear regression. The constant has a coefficient (B) of 9.014 with a significance value less than 0.001, indicating that it is

statistically significant. For the independent variables, product quality has a coefficient of 0.071 and a significance value of 0.106, showing that its effect on purchase decision is not statistically significant at the 0.05 level. In contrast, brand image has a coefficient of 0.384 with a significance value below 0.001, and brand trust has a coefficient of 0.439 with a significance value below 0.001, indicating that both variables have a significant positive effect on purchase decision. Among the predictors, brand trust has the largest standardized beta (0.493), suggesting it is the most influential factor in determining purchase decision, followed by brand image (Beta = 0.384) and product quality (Beta = 0.071).

**Table 6.** F-test and R<sup>2</sup> Test

| Test                | Result   |
|---------------------|--|
| F Test              | F = 64.435, Sig. < 0.001 Dependent Variable: Purchase Decision Predictors: Constant, Product Quality, Brand Image, Brand Trust |
| R <sup>2</sup> Test | R = 0.733, R <sup>2</sup> = 0.538 Predictors: Constant, Product Quality, Brand Image, Brand Trust                              |

Table 6 shows the results of the F test, which shows a value of 64.435 with a significance level below 0.001, indicating that product quality, brand image, and brand trust simultaneously have a significant effect on purchase decision. Meanwhile, the Coefficient of Determination (R<sup>2</sup>) value of 0.538 suggests that approximately 53.8% of the variation in purchase decision can be explained by these three independent variables, while the remaining 46.2% is influenced by other factors not included in this model. This indicates a relatively strong explanatory power of the model.

## 5. Discussion

The result shows that product quality does not affect the purchasing decision. According to the partial test findings, the t-statistic is  $1.623 < 1.654$ , and the significance value for product quality is  $0.106 > 0.05$ . Consequently, the hypothesis (H1) is rejected. The results of this study are supported by Martini (2015), Laila and Sudarwanto (2018), Rachmawati et al. (2020), and Adonis and Silintowe (2021), who found that product quality does not significantly affect purchase decisions. This indicates that consumers or users of the Honda Beat automatic motorcycle make purchasing decisions not based on the product's quality, but rather on brand image and brand trust in the Honda Beat automatic motorcycle.

This finding relates to the theoretical foundation of consumer behavior. According to this theory, product quality is often considered a key factor influencing consumer purchase decisions. High-quality products are typically associated with durability, good performance, and strong brand reputation. However, the findings of Martini (2015), Laila and Sudarwanto (2018), Rachmawati et al. (2020), and Adonis and Silintowe (2021) contradict this assumption. There is a phenomenon where high product quality does not necessarily determine purchase decisions. Some consumers may prioritize other factors such as price, brand image, or brand trust, often influenced by immediate needs or impulsive behavior.

Brand image has a significant effect on purchase decisions. According to the partial test findings, the t-statistic is  $3.734 > 1.654$ , and the significance value for brand image is  $< 0.001$ , which is less than 0.05. This finding is supported by Juliana et al. (2018), Wibawa et al. (2018), Habir et al. (2020), and Pasaribu (2022). The results indicate that a strong brand image encourages consumers or the public to purchase the Honda Beat automatic motorcycle. This result is related to the theoretical foundation of the Theory of Planned Behavior (TPB). According to this theory, an individual's attitude toward a particular behavior is a primary predictor

of their intentions and actions. A positive brand image can shape consumers' positive attitudes toward the products or services offered by the brand. For example, if a brand has a reputation for high quality, innovation, and product superiority compared to competitors, consumers are likely to develop a more favorable attitude toward purchasing products from that brand. This attitude, in turn, enhances their purchase intention, ultimately leading to actual purchase decisions.

Brand trust has a significant effect on purchase decisions. Based on the results, the t-statistic is  $5.611 > 1.654$ , and the significance value for brand trust is  $<0.001$ , which is less than  $0.05$ . This finding is supported by Noviansyah et al. (2022), Talunohi et al. (2022), Martha and Maini (2022), and Gumelar et al. (2023), who found that brand trust influences purchase decisions. The results suggest that strong brand trust, reflected in consumer confidence, encourages the purchase of the Honda Beat automatic motorcycle. According to TPB, brand trust plays a critical role in shaping consumer attitudes, which are a key component of the theory. Attitude toward behavior is an individual's positive or negative evaluation of a particular action. When consumers have high trust in a brand, they tend to develop a positive attitude toward the products and services offered, which subsequently influences their purchase intentions. Based on the simultaneous test results, the variables product quality, brand image, and brand trust yield an f-statistic of  $64.435$ , which is greater than the f-table value of  $2.65$ , with a significance value  $<0.001 < 0.05$ . These results show that product quality, brand image, and brand trust collectively contribute to forming strong purchase decisions, enabling consumers to decide to purchase the Honda Beat automatic motorcycle.

## 6. Conclusion

This study examined the influence of product quality, brand image, and brand trust on purchase decisions using multiple linear regression analysis. The findings indicate that product quality does not have a statistically significant effect on purchase decisions. In contrast, brand image and brand trust demonstrate significant and positive effects on purchase decisions. These results suggest that consumers' purchasing decisions are driven more by intangible factors related to perception and trust rather than by the functional attributes of the product itself.

Companies should focus on strengthening brand image and brand trust through reputation building, high-quality products, innovation, and enhanced customer satisfaction, as these significantly impact purchase decisions. Although product quality did not show a direct significant effect, maintaining high quality remains essential to support the brand's image and sustain consumer trust. The analysis relies on a limited set of independent variables, which may not fully capture the complexity of consumer decision-making behavior. Additionally, the use of cross-sectional data restricts the ability to observe changes in consumer perceptions over time. For future research, it is recommended to include additional factors such as price, advertising, promotions, or after-sales service to develop a more comprehensive model of consumer purchasing behavior for the Honda Beat.

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***Data Disclosure Statement***

The data that support the findings of this study are available from the corresponding author upon reasonable request.



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