THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR HONDA MOTORCYCLES AT PT ASTRA MOTOR CENTRAL JAVA

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ABSTRACT

This study aims to gain a deeper understanding of the relationship between brand reputation and perceived product quality with consumer decision-making behavior in purchasing Honda motorcycles, particularly in the operational area of PT Astra Motor Central Java. The strategy used is quantitative, with a survey method as the data collection instrument. Respondents were selected purposively, namely individuals who empirically have experience purchasing Honda motorcycles. Data collected through questionnaires were then analyzed using multiple linear regression. The results of the analysis indicate that brand reputation and perceived product quality have a positive influence on consumer decision-making behavior in purchasing. This study confirms that brand symbolism in the minds of consumers and perceptions of product quality are factors that strengthen individual tendencies to make purchases. Thus, companies are advised to consistently build and maintain a positive brand reputation and maintain product quality, not only as an economic strategy, but also as an effort to form and maintain relationships with consumers that have implications for long-term loyalty.

Keywords: *Brand Image; Product Quality; Purchase Decision*

INTRODUCTION

Purchasing decisions are the process consumers go through in choosing and buying products or services to fulfill their needs or wants (Kotler & Keller, 2016). This process generally includes several stages, namely need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2016; Schiffman & Kanuk, 2010). This decision is influenced by various factors, such as personal (age, occupation, lifestyle), psychological (motivation, perception, attitude), social (family, friends, reference group), and situation (time, economic conditions, place of purchase) and several other factors (Schiffman & Kanuk, 2010; Setiadi, 2003). Understanding this process is important for marketers in order to design effective and targeted marketing strategies.

According to Kotler and Keller (2016), purchasing decisions are also influenced by cultural, social, personal, and psychological factors that shape consumer perceptions and preferences for products. This means that consumers not only see products in terms of functional benefits, but also consider the emotional and symbolic values attached to these products. This shows that an effective marketing strategy is not enough to highlight product advantages rationally, but must also be able to touch the emotional side of consumers in order to influence purchasing decisions more thoroughly and sustainably.

In this study, the variables taken consist of brand image and product quality as independent variables, and purchasing decisions as the dependent variable. Brand image reflects consumers' perceptions of the reputation and values associated with the Honda brand, while product quality includes the reliability, durability, features and performance of the motorcycles offered (Kotler & Keller, 2016; Aaker, 1997). The relationship between these variables is assumed to influence each other, where a positive brand image and good product quality can increase consumer interest and confidence in making purchasing decisions (Zeithaml, 1988; Tjiptono, 2017). The selection of these variables is based on the consideration that in the automotive industry, especially motorbikes, a strong brand image and consistent product quality can shape consumer preference and loyalty. In line with the views of Kotler and Keller (2016), consumers tend to consider rational and symbolic aspects before making a purchase, so brand image and product quality are key factors that can influence the decision-making process. Thus, understanding the relationship between these variables is very important for companies, especially PT Astra Motor in Central Java, in designing marketing strategies that can increase consumer buying interest and loyalty to Honda motorcycle products.

Brand image is theoretically defined as consumer perceptions of brands formed from experiences, communications, and associations attached to the brand (Kotler & Keller, 2016). Brand image includes elements such as logos, slogans, service quality, and company reputation which together form consumers' views of a product (Kotler & Keller, 2016; Aaker, 1997). Objectively, a positive brand image can increase consumer confidence, differentiate products from competitors, and create added value that has a direct impact on purchasing preferences and decisions (Aaker, 1997; Keller, 2013).

However, there is a gap between the brand image formed by the company and the actual perception that consumers have, especially if consumers' expectations do not match their experiences. Several empirical studies, such as those conducted by Putri and Wahyuni (2020) found that Brand image exerts an unfavorable influence on purchasing decisions a highly competitive market, while Susanti and Wulandari (2020), show rand image has a beneficial impact on purchasing decisions, especially in automotive products.

The next variable is product quality. Theoretically, product quality is an important factor in shaping purchasing decisions because products with superior quality It not only

fulfills consumer needs but also strengthens trust and fosters loyalty, there by strengthening the brand's position in the market and influencing consumer preferences in choosing products (Kotler and Keller, 2016). Product quality includes various aspects, such as reliability, durability, performance, and product conformity to objectively promised specifications (Garvin, 1987; Kotler & Keller, 2016). Empirical evidence shows that product quality has a positive influence on purchasing decisions, because consumers tend to choose products that they perceive to be of high quality as a guarantee of satisfaction and better value (Zeithaml, 1988; Tjiptono, 2017). However, there is also a negative influence when the perception of quality built by producers does not match the real experience of consumers, which can cause dissatisfaction and have an impact on reducing future purchase intentions (Parasuraman et al., 1988).

In Indonesia, the motorcycle market is dominated by major brands such as Honda, Yamaha, Suzuki, and Kawasaki (Gaikindo, 2023; Kotler & Keller, 2016). PT Astra Motor, especially in Central Java, plays an important role as Honda's main distributor. Intense competition between manufacturers encourages companies to continue to innovate, both in terms of technology and in building brand image and product quality. This phenomenon requires producers to to place greater emphasis on strengthening brand and quality advantages in order to maintain consumer buying interest. Therefore, analyzing the sales dynamics of Honda motorcycles at PT Astra Motor Central Java becomes essential to identify market responses and understand the factors underlying changes in consumer purchasing behavior.

The following Honda Motorcycle Sales Data (August 2024 - April 2025) is addressed in Table 1. The phenomenon of declining Honda motorcycle sales can be observed from monthly sales data for the period August 2024 to April 2025. Based on data from PT Astra Motor Central Java, The number of units sold shows a consistent decline from one month to the next.

Table 1
Honda Motorcycle Sales

Month / Year	Number of Units Sold
August 2024	44.571
September 2024	37.325
October 2024	38.584
November 2024	33.639
December 2024	34.270
January 2025	34.865
February 2025	33.915

Source: PT Astra Motor Central Java, Internal Sales Report (2024–2025)

This decline is an important indication that there are certain factors that influence Consumers' decisions to purchase Honda motorcycles. This study was conducted to determine the extent to which brand image and product quality influence purchasing decisions for Honda motorbikes.

This decline is an important indication that there are certain factors that influence consumer purchasing decisions for Honda motorbikes. This study was conducted to determine the extent to which brand image and product quality influence purchasing decisions for Honda motorbikes. The results of this study are expected to provide practical benefits for PT Astra Motor Central Java as a basis for formulating more effective marketing strategies, particularly in strengthening brand image and improving product quality in order to increase consumer buying interest. In addition, this research contributes academically by enriching empirical evidence related to consumer behavior

in the automotive industry, especially regarding the role of brand image and product quality in purchasing decisions, which can serve as a reference for future studies.

LITERATURE REVIEW AND HYPOTHESES
Purchase Decision
Purchasing decisions involve a complex process involving the conscious actions of consumers in choosing and buying products or services based on personal needs and desires, through stages such as need recognition, information search, alternative evaluation, buying decisions, and post-purchase behavior (Kotler & Keller, 2016). This process is shaped by various influencing factors by various internal and external factors, including cultural, social, personal, and psychological factors that shape consumer preferences and perceptions of a product (Schiffman & Kanuk, 2010). Culture and sub-cultures influence consumers' basic values, while reference groups, family, age, lifestyle, as well as motivation and perception, also serve a crucial role in the evaluation and the process of making decisions (Schiffman & Kanuk, 2010; Kotler & Keller, 2016).

In the context of modern marketing, perceptions of brand image and product quality constitute key factors that shape consumer behavior confidence in choosing a product; a positive brand image and quality that meets expectations tend to increase consumer trust and loyalty (Rizky & Hariasih, 2024; Sipayung & Tjiptodjojo, 2024). In addition, other elements such as price, promotion, after-sales service and effective distribution can also strengthen purchasing decisions. Therefore, a comprehensive understanding of these factors is essential for marketers in devising strategies that are not only functionally appealing, but also emotionally and symbolically appealing.

Brand Image
Brand image is a the consumer's perception of a brand that is developed from various associations in their memory, either through product attributes, personal experience, marketing communications, to the symbolic and emotional values attached to the brand (Kotler & Keller, 2016). This perception plays an important role in influencing consumer attitudes, including beliefs, preferences, and loyalty to products (Setiadi, 2003). Consumers with a favorable perception of a brand image tend to feel trusting, comfortable, and identified with the brand, which in turn drives purchase decisions as well as the likelihood of repeat purchases (Aaker, 1997; Keller, 2013; Kotler & Keller, 2016). In addition, the viral effect of a good image can trigger word-of-mouth recommendations that support increased sales indirectly.

According to Kotler and Keller (2003), brand image is formed by various factors such as product quality, service, price, benefits, and general perception of the brand, which can be measured through dimensions for example, brand attributes, association, brand strength, perceived quality, corporate image, and brand preference. These dimensions reflect consumer impressions both functionally and emotionally, so a deep understanding of them is very important in formulating marketing strategies to strengthen brand positioning in a competitive market.

Product Quality
Product quality reflects a product's capacity to meet or surpass consumer expectations and is considered one of the key factors in influencing purchasing decisions and maintaining customer loyalty, especially in the midst of increasingly fierce business competition (Kotler & Keller, 2016). According to Garvin (1987), product quality consists of eight main dimensions, namely performance, features, reliability, conformity to

specifications, durability, ease of repair, aesthetics, and perceived quality, which collectively form consumer perceptions of overall product quality.

In the automotive industry such as PT Astra Motor Central Java, which markets Honda motorcycles, product quality includes technical aspects such as vehicle performance, fuel efficiency, and including after-sales service, all of which contribute to overall customer satisfaction influence consumer trust and buying interest. Factors that influence product quality include product design, raw materials, production processes, quality control, labor competence, technological innovation, and after-sales service- where these elements contribute to each other in ensuring that the final product meets consumer specifications and expectations (Kotler & Keller, 2016). Consistent quality not only increases the competitiveness of the company, but also becomes the main basis for building a strong brand image and encouraging future repeat purchase decisions.
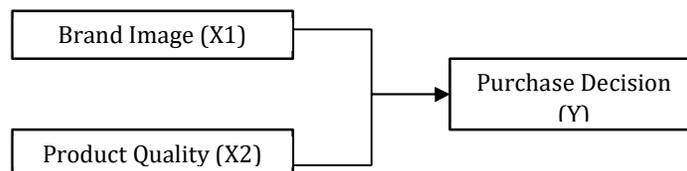
Hypothesis
Brand image plays a vital role in forming consumer perceptions and preferences for a product. According to Kotler (2002), Brand image represents the collection of beliefs, ideas, and impressions an individual associates with a brand. which directly influences consumer attitudes and actions. Consumers tend to choose brands that have a positive image and match their expectations, because a good perception of the brand can increase attractiveness and loyalty. If the perception of the brand is negative, the product will find it difficult to survive in the market. Therefore, a strong brand image can be a strategic a strategic instrument for shaping consumer purchasing decisions (Aaker, 1997). Based on this, the first hypothesis is formulated:

> *H1: Brand image has a positive effect on consumer purchasing decisions for Honda motorcycles at PT Astra Motor Central Java.*

Apart from brand image, product quality is also a major determinant in making purchasing decisions. Feigenbaum (2000) states that product quality includes all characteristics that are capable of fulfilling or even surpassing consumer expectations, from the production process to maintenance. High quality will create consumer trust and confidence that the product has commensurate value and benefits. Empirical findings from Iryanita and Sugiarto (2013), and Saidani (2013), show a positive relationship between perceived quality and purchasing decisions. This encourages companies to continue to maintain and improve quality as a form of marketing strategy in the face of competition. Thus, the second hypothesis can be formulated as follows:

> *H2: Product quality has a positive effect on consumer purchasing decisions for Honda motorcycles at PT Astra Motor Central Java.*

Source: Author's conceptual framework, 2025

Figure 1
Hypothesis Model

METHOD

This research adopts a quantitative approach with a causal comparative design. that aims to determine the extent to which brand image and product quality influence purchasing decisions for Honda motorbikes (Sugiyono, 2019; Sekaran & Bougie, 2016). The object of research is focused on customers who perform services at an authorized Honda dealer on Jl. Gajahmada No.88, Semarang City. The research population includes all consumers who have purchased Honda motorcycles, because they have direct experience in the purchasing process and can provide relevant information. Through purposive sampling technique, 110 respondents were selected based on criteria such as having purchased a Honda motorcycle in 2024 and above, at least 18 years old, and domiciled in the Central Java region (Sugiyono, 2019; Sekaran & Bougie, 2016).

This study applies a quantitative approach with a causal–comparative design. Primary data were collected through a systematically developed questionnaire aimed at capturing respondents' perceptions of brand image, product quality, and purchasing decisions. Observations were also conducted to gain deeper insight into customer behavior at the research site. The instrument employed a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." To ensure data accuracy, validity testing was performed using eigenvalue criteria, with indicators considered valid when the eigenvalue exceeded 1 (Hair et al., 2014; Ghozali, 2018). Reliability was assessed using Cronbach's Alpha, where coefficients above 0.70 indicated satisfactory internal consistency (Field, 2018; Tavakol & Dennick, 2011).

The study utilizes multiple linear regression analysis to examine the relationship between independent variables and the dependent variable (Gujarati & Porter, 2009). The F-test is applied to evaluate the simultaneous influence of the independent variables on purchasing decisions, while the t-test assesses the partial effect of each predictor. Additionally, the coefficient of determination (R^2) is used to determine the extent to which the regression model explains variation in the dependent variable. Prior to interpreting the regression outcomes, classical assumption tests are conducted, including the normality test using Kolmogorov–Smirnov, the multicollinearity test based on Variance Inflation Factor (VIF) and tolerance values, and the heteroscedasticity test through scatterplot pattern analysis (Ghozali, 2018). This methodological framework is expected to generate an accurate empirical understanding of the factors influencing consumer decisions when purchasing Honda motorcycles.

RESULTS AND DISCUSSION

Data Description

The description of the research variables given is the answers of 110 respondents who answered the survey about the effect of brand image and product quality on purchase satisfaction based on the answers given by the respondents. As summarized in Table 2, the descriptive statistics present the distribution of respondents' perceptions for each research variable, including brand image, product quality, and purchase satisfaction, which provides an overview of the tendency and variation of respondents' responses.

Table 2
Respondent Characteristics

Criteria	Number	Percentage (%)
Gender		
Male	70	63,6
Female	40	36,4
Age		
17 - 22 yrs	12	10,9
23 - 27 th	33	30
28 - 32 th	44	40
33 - 37 th	13	11,8
> 38 th	8	7,3
Domicile		
Central Java	80	72,7
Outside Central Java	30	27,3
Occupation		
Public Servant	16	14,5
Private Employee	68	61,8
Student	23	20,9
Other	3	2,7
Education		
Elementary school/equivalent	0	0
Junior high school/equivalent	4	3,6
SMA/SMK/equivalent	61	55,5
Diploma / S1 / S2	45	40,9
Length of Use		
< 1 year	1	0,9
1 year	8	7,3
2 years	30	27,3
3 years	28	25,5
> 4 years	43	39,1

Source: Data Processing by SPSS version 27, 2025

Based on the respondent demographic data table, the majority of respondents were male as many as 70 people (63.6%), while women totaled 40 people (36.4%). Based on age, most respondents are in the age range of 28-32 years as many as 44 people (40%), followed by 23-27 years of age as many as 33 people (30%), and other age groups have a smaller percentage. In terms of domicile, the majority of respondents live in Central Java as many as 80 people (72.7%), while the rest come from outside Central Java. In terms of occupation, the respondents were dominated by private employees as many as 68 people (61.8%), followed by students 23 people (20.9%), civil servants 16 people (14.5%), and other jobs 3 people (2.7%). For the level of education, the majority of respondents are high school / vocational high school graduates or equivalent as many as 61 people (55.5%), then Diploma / S1 / S2 graduates as many as 45 people (40.9%). Based on the length of product use, most respondents have used the product for more than 4 years as many as 43 people (39.1%), followed by users for 2 years (27.3%) and 3 years (25.5%), while those who use less than 1 year are only 1 person (0.9%). This data shows that the majority of respondents have an upper secondary education background, work in the private sector, and are experienced users of the products under study.

Validity Test
Validity represents the degree to which an instrument accurately measures the construct it is intended to assess (Sugiyono, 2017). In this research, validity testing was conducted

to evaluate whether each questionnaire item appropriately reflected the indicators of the respective variables (Ghozali, 2018).

An instrument is considered valid if the questionnaire items have a significant correlation with the total score, indicating conceptual consistency between the measurement items and the underlying construct (Azwar, 2012). Therefore, validity testing is a crucial step to ensure that the collected data can accurately represent the phenomenon under study and support reliable research conclusions (Hair et al., 2019). The results of the validity test presented in Table 3 show that all questionnaire items have correlation coefficients that exceed the minimum required value and are statistically significant, indicating that each item is able to properly represent its respective variable.

Table 3
Validity Test Results

Variable	Indicator	Anti Image Correlation	KMO Dimension	KMO Variable	Eugen Value/ Dimensions	Eugen value/ Variable	Type
Brand Image	X1.1.1	0.687[a]					Valid
	X1.1.2	0.674[a]	0,690		2.002		Valid
	X1.1.3	0.712[a]					Valid
	X1.2.4	0.642[a]					Valid
	X1.2.5	0.660[a]	0.681		2.102		Valid
	X1.2.6	0.777[a]					Valid
	X1.3.7	0.669[a]		0,870		3.880	Valid
	X1.3.8	0.685[a]	0.677		1,902		Valid
	X1.3.9	0.679[a]					Valid
	X1.4.10	0.730[a]					Valid
	X1.4.11	0.619[a]	0.658		1.973		Valid
	X1.4.12	0.665[a]					Valid
	X1.5.13	0.647[a]					Valid
	X1.5.14	0.717[a]	0.683		2.036		Valid
	X1.5.15	0.698[a]					Valid
Product Quality	X2.1.1	0.725[a]					Valid
	X2.1.2	0.672[a]	0.697		2.069		Valid
	X2.1.3	0.699[a]					Valid
	X2.2.4	0.656[a]					Valid
	X2.2.5	0.650[a]	0.683		2.108		Valid
	X2.2.6	0.782[a]					Valid
	X2.3.7	0.500[a]	0.500		1.550		Valid
	X2.3.8	0.500[a]					Valid
	X2.4.9	0.500[a]	0.500	0.926	1.566	5.616	Valid
	X2.4.10	0.500[a]					Valid
	X2.5.11	0.500[a]	0.500		1.515		Valid
	X2.5.12	0.500[a]					Valid
	X2.6.13	0.641[a]					Valid
	X2.6.14	0.692[a]	0.631		1.961		Valid
	X2.6.15	0.590[a]					Valid
	X2.7.16	0.500[a]	0.500		1.496		Valid
	X2.7.17	0.500[a]					Valid
	X2.8.18	0.500[a]	0.500		1.590		Valid
	X2.8.19	0.500[a]					Valid
Purchase Decision	Y.1.1	0.705[a]					Valid
	Y.1.2	0.641[a]	0.665	0.879	1.869	3.561	Valid
	Y.1.3	0.658[a]					Valid

Y.2.4	0.606a				Valid
Y.2.5	0.649a	0.640	1.804		Valid
Y.2.6	0.682a				Valid
Y.3.7	0.647a				Valid
Y.3.8	0.648a	0.634	1.670		Valid
Y.3.9	0.613a				Valid
Y.4.10	0.624a				Valid
Y.4.11	0.679a	0.627	1.706		Valid
Y.4.12	0.599a				Valid
Y.5.13	0.714a				Valid
Y.5.14	0.671a	0.688	1.989		Valid
Y.5.15	0.682a				Valid

Source: Data Processing by SPSS version 27, 2025

The validity test results begin with checking the sample adequacy per item using the Anti Image Correlation value. Based on the table, all indicators in each variable show a value above 0.5, which means that they meet the sample adequacy requirements for further analysis. For example, the indicators on the Brand Image variable have Anti Image Correlation values ranging from 0.619 to 0.777, which indicates that each item is eligible for inclusion in factor analysis.

Subsequently, sample adequacy was evaluated using the Kaiser-Meyer-Olkin (KMO) measure. The KMO values for the primary variables were 0.690 for Brand Image, 0.697 for Product Quality, and 0.665 for Purchase Decision. Since all values exceed the minimum criterion of 0.50, the sample is considered sufficient for factor analysis. Furthermore, each dimension and variable recorded an eigenvalue greater than one, indicating that the measurement items are valid.

Reliability Test

The reliability test is carried out to determine the extent to which the research instrument can provide consistent results when used in repeated measurements. Reliability measures the stability and consistency of respondents' answers to each question item in the questionnaire (Sekaran & Bougie, 2016).

One method commonly used in measuring reliability is by looking at the Cronbach's Alpha value, where an instrument is said to be reliable if the alpha value is greater than 0.7 (Nunnally & Bernstein, 1994). This reliability test is important to ensure that each variable in the study has an adequate level of reliability so that the analysis results can be trusted and used in drawing conclusions. As presented in Table 4, the Cronbach's Alpha values for all research variables exceed the minimum threshold of 0.7, indicating that the measurement instruments used in this study demonstrate good internal consistency and are therefore considered reliable.

Table 4
Reliability Test Results

Variable	Cronbach's Alpha	Standard Alpha	Description
Brand Image (X1)	0,949	>0,7	Reliable
Product Quality (X2)	0,933	>0,7	Reliable
Purchase Decision (Y)	0,904	>0,7	Reliable

Source: Data Processing by SPSS version 27, 2025

Based on Table 4 of the reliability test results, all variables in the study were declared reliable because the Cronbach's Alpha value of each variable was above the minimum standard of 0.7.

Multiple Linear Regression

In this study, the multiple linear regression method was used, which is a statistical analysis technique that aims to determine the relationship and influence of more than one independent variable on one dependent variable (Gujarati & Porter, 2009; Hair et al., 2019). Before estimating the regression results, classical assumption detection is first carried out to ensure that the regression model meets the assumptions of normality, multicollinearity, heteroscedasticity, and autocorrelation, so that the estimation results are unbiased and reliable (Ghozali, 2018).

The first time normality detection was carried out using the Kolmogorov-Smirnov Test, the result was that the residuals were not normally distributed. Therefore, improvements are made by transforming the data using natural logarithms. The results show that the residuals are normally distributed (Ghozali, 2018). As presented in Table 5, the Kolmogorov–Smirnov test results after data transformation indicate an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the significance level of 0.05. This finding confirms that the residuals are normally distributed, indicating that the normality assumption has been fulfilled (Gujarati & Porter, 2009).

Table 5
Normality

		Unstandardized Residual
N		110
Parameters[a,b]	Mean	.000000000
	Std. Deviation	4.23006500
Most Extreme Differences	Absolute	0, 045
	Positive	0,045
	Negative	-0,045
Asymp. Sig. (2-tailed)		0,200

Source: Data Processing by SPSS version 27, 2025

The second step multicollinearity detection, which aims to examine whether there is a high correlation among the independent variables in the regression model. Multicollinearity can cause instability in coefficient estimates and reduce the reliability of hypothesis testing results; therefore, this test is essential to ensure the robustness of the regression analysis (Gujarati & Porter, 2009; Hair et al., 2019). The results are shown in Table 6.

Table 6
Multicollinearity

Variable	Collinearity Statistics		Description
	Tolerance	VIF	
Brand Image (X1)	0,544	1,837	Multicollinearity Free
Product Quality (X2)	0,544	1,837	Multicollinearity Free

Source: Data Processing by SPSS version 27, 2025

Based on table 6, it shows that the VIF value is below 10 and the tolerance value is below 1 so it can be concluded that there is no multicollinearity. The third step is heteroscedasticity detection.

The heteroscedasticity test is conducted to examine whether the variance of the residuals is constant across all levels of the independent variables in the regression model, as non-constant variance may lead to inefficient and biased estimation results. A

regression model is considered free from heteroscedasticity if the significance value of each independent variable is greater than 0.05 (Gujarati & Porter, 2009; Ghozali, 2018).The results of this test, as presented in Table 7, indicate that the significance values for Brand Image (X1) and Product Quality (X2) are 0.867 and 0.367, respectively, both exceeding the 0.05 threshold. These findings suggest that the regression model is free from heteroscedasticity.

Table 7
Heteroscedasticity

Variable	Significance	Description
Brand Image (X1)	0,867	Heteroscedasticity Free
Product Quality (X2)	0,367	Free of Heteroscedasticity

Source: Data Processing by SPSS version 27,2025

Referring to Table 7, both independent variables—Brand Image and Product Quality—display significance values greater than 0.05. This finding indicates the absence of heteroscedasticity, confirming that the regression model meets the assumption of constant variance.

The autocorrelation test was performed to determine whether the residuals are correlated across observations, a condition that could distort estimation outcomes. A regression model is regarded as free from autocorrelation when the Durbin–Watson statistic is approximately equal to 2 (Gujarati & Porter, 2009; Ghozali, 2018). As shown in Table 8, the Durbin–Watson value falls within the acceptable range, demonstrating that the model does not experience autocorrelation.

Table 8
Autocorrelation

Model	Durbin-Watson
1	1.947

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y
Source: Data Processing by SPSS version 27,2025

Table 8 shows the results of autocorrelation detection using the Durbin-Watson test. The value obtained is between the lower limit and the upper limit according to the criteria in the decision table, so it can be concluded that there is no autocorrelation in the regression model.

F-test

The F-test is applied to evaluate the overall significance of the regression model by examining whether the independent variables simultaneously affect the dependent variable. A regression model is considered statistically meaningful when the significance level of the F-test is less than 0.05 (Gujarati & Porter, 2009; Ghozali, 2018). As presented in Table 9, the model produces an F-value of 44.950 with a significance level of 0.000, far below the required threshold. This outcome demonstrates that the independent variables jointly exert a significant influence on the dependent variable, thereby confirming that the regression model is appropriate for continued analysis.

Table 9
F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1638.705	2	819.352	44.950	0.000[b]
Residual	1950.386	107	18.228		
Total	3589.091	109			

Source: Data Processing by SPSS version 27,2025

The significance value of the F-test is 0.000 <0.05. Therefore, it can be concluded that the variables of brand image and product quality together have an effect on purchasing decisions.

Coefficient of Determination

The coefficient of determination (R^2) is utilized to evaluate how well the regression model explains variation in the dependent variable by measuring the proportion accounted for by the independent variables. A larger R^2 value indicates a stronger model fit and greater explanatory strength (Gujarati & Porter, 2009; Ghozali, 2018). As presented in Table 10, the model produces an R Square of 0.457 and an Adjusted R Square of 0.446. These figures suggest that roughly 44.6%–45.7% of the variability in the dependent variable can be explained collectively by the independent variables, while the remainder is influenced by factors beyond the scope of the model.

Table 10
Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676[a]	.457	.446	4.269

Source: Data Processing by SPSS version 27,2025

The R-Square value of 0.457 indicates that 45.7% of the variation in Purchasing Decisions can be explained by the Brand Image and Product Quality variables. While the rest, namely 54.3%, is explained by other factors outside this research model.

T-test

The t-test is employed to examine the partial effect of each independent variable on the dependent variable in the regression model. An independent variable is considered to have a statistically significant effect when the t-test significance value is below 0.05 (Gujarati & Porter, 2009; Ghozali, 2018). The results, as reflected in Table 11, show that all independent variables have statistically significant coefficients, supporting the conclusion that the regression model is significant and suitable for further interpretation.

Table 11
Coefficient of Determination

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Brand Image (X1)	.577	.171	.325	3.369	.001
Product Quality (X2)	.297	.070	.412	4.266	.000

Source: Data Processing by SPSS version 27,2025

Based on Table 11 t-test results, Brand Image and Product Quality have a positive effect on Purchasing Decisions for Honda motorbikes. This means that the better the brand image and product quality that consumers feel, the higher their tendency to buy Honda motorbikes.

The Effect of Brand Image on Purchasing Decisions

The results of this study confirm that brand image plays an important role in influencing consumer purchasing decisions, especially in the context of Honda motorcycles. A strong brand image is able to create positive perceptions in the minds of consumers regarding the quality, reliability, and symbolic value of the product. When consumers feel that a brand reflects the values they believe in or expect, they will be more likely to choose that product over its competitors. These perceptions form beliefs that ultimately encourage consumers to make purchasing decisions. As explained by Sari and Sutedjo (2024), brand image is not only about the name or logo, but also about how consumers assess and feel the value contained in a brand. In addition, consistency in the perception of brand image is key in maintaining consumer loyalty.

This research is also in line with the findings of Susanti and Wulandari (2020), which state that a strong brand image is not only able to attract initial purchase interest, but also plays a role in creating long-term relationships between consumers and companies. In the context of a competitive automotive market, brand success in creating a superior image will provide a sustainable competitive advantage. Therefore, companies need to actively build and maintain brand image through marketing communications, quality customer service, and continuous product innovation in order to maintain brand position in the market and encourage consumer purchasing decisions.

Effect of Product Quality on Purchasing Decisions

Product quality is one of the crucial factors that influence consumer purchasing decisions, especially in the context of a highly competitive automotive market. Consumers tend to consider important attributes such as reliability, durability, specification conformity, and product performance before deciding to buy. When product quality is rated high, consumers will feel more confident about the value and benefits offered by the product. This creates a positive perception that encourages purchases. As stated by Zeithaml (1988), the perception of quality acts as an indicator of the value received by consumers, which ultimately affects their satisfaction and loyalty to the brand.

Furthermore, product quality not only has an impact on first-time purchase decisions, but also on repeat purchase decisions and recommendations to other consumers. When consumers feel that the products they buy meet or even exceed expectations, trust in the brand will strengthen. In this case, quality serves as a guarantee of the product's long-term performance and value. Tjiptono (2017) emphasizes that a positive perception of quality is not only a technical consideration, but also an emotional aspect that gives consumers a sense of security and satisfaction. Therefore, companies need to maintain and improve the quality of their products on an ongoing basis as part of a marketing strategy to influence consumer preferences and purchasing decisions.

CONCLUSION AND SUGGESTION

The findings indicate that all research instruments satisfy the required standards of validity and reliability, confirming their appropriateness for measuring the variables under investigation. Regression analysis reveals that brand image and product quality exert a positive and significant influence on purchasing decisions for Honda motorcycles, both individually and collectively. This suggests that stronger consumer perceptions of brand image, along with higher evaluations of product quality, increase the likelihood of purchase decisions. Moreover, the regression model fulfills key classical assumptions, including normally distributed residuals, the absence of multicollinearity, no evidence of heteroscedasticity, and no autocorrelation. These results demonstrate that the statistical

model is both robust and dependable for explaining the relationships among the studied variables.

Based on these findings, it is recommended that the company continue to strengthen Honda's brand image through various integrated marketing strategies, such as consistent promotions, improved customer service, and branding that is relevant to consumer values. On the other hand, the company also needs to continuously maintain and improve product quality, both in terms of performance, design, technological features, and fuel efficiency. By paying attention to these two aspects in a balanced manner, companies can not only improve consumer purchasing decisions, but also build loyalty and long-term competitiveness in the competitive automotive market.

Future research is encouraged to expand the model by incorporating additional variables that may influence purchasing decisions, such as price perception, brand trust, customer satisfaction, and perceived value. These variables have been widely recognized in marketing literature as important determinants of consumer behavior and may enhance the explanatory power of the regression model (Kotler & Keller, 2016; Zeithaml, 1988). In addition, future studies may consider examining mediating or moderating effects, such as the role of customer satisfaction in mediating the relationship between brand image, product quality, and purchasing decisions. Employing different research contexts, product categories, or longitudinal data is also recommended to improve the generalizability and robustness of the findings.

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