

(Research) Article

Exploring the Influence of Word of Mouth, Brand Image, and Social Media Marketing on Yamaha Motorcycle Purchase Intention in Denpasar City

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Abstract: The motorcycle industry in Indonesia has experienced rapid development, particularly in the scooter segment, which dominates the market due to its convenience and efficiency. Despite this growth, Yamaha's market share has shown fluctuations, indicating inconsistent consumer purchase intention. This study aims to analyze the effect of Word of Mouth (WOM), Brand Image, and Social Media Marketing (SMM) on purchase intention of Yamaha motorcycles in Denpasar City, using the Theory of Reasoned Action (TRA) as the underlying framework. The research employed a quantitative approach with a survey method involving 104 respondents. Data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results demonstrate that WOM, Brand Image, and SMM each have a positive and significant effect on purchase intention, with WOM emerging as the most dominant factor. The regression model indicates that these three variables jointly explain 77.2% of the variance in purchase intention, while the remaining 22.8% is explained by other factors not included in this study. The findings confirm that strengthening WOM, enhancing brand image, and optimizing social media strategies are essential to increase consumer purchase intention. This study contributes to both theoretical development and managerial practice in the field of consumer behavior and marketing strategy in the automotive industry.

Keywords: Brand Image; Motorcycle industry; Purchasing Intentions; Social Media Marketing; Word of Mouth.

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1. Introduction

The automotive industry is currently experiencing rapid growth, as evidenced by the increasing variety of vehicles available in the market. The rising demand for convenience in human mobility to support daily activities has significantly influenced the development of this sector. This condition reflects a highly competitive market that presents both opportunities and challenges for industry players. To remain competitive, automotive companies must consistently understand and anticipate consumer needs, preferences, and desires.

Motorized vehicles, both two-wheeled and four-wheeled, serve as essential means of transportation and play a critical role in modern society. In the era of globalization, individuals are expected to maintain high mobility to interact and engage effectively with others. With a population approaching 280 million and a relatively stable economy, Indonesia is considered a strategic market for motorcycle manufacturers. Population growth and rising income levels have strengthened consumers' purchasing power, influencing their decision to choose motorcycles for daily and family use.

The growing interest in motorcycles among Indonesians has encouraged manufacturers to introduce a wide range of models with the latest technologies and innovative features. One of the most popular innovations is the scooter, particularly automatic scooters, which dominate the market due to their convenience, functionality, fuel efficiency, and attractive design. Data from the Indonesian Motorcycle Industry Association (AISI) in 2021 revealed that scooters accounted for approximately 70% of total motorcycle sales, followed by sport bikes (24%) and underbone motorcycles (6%). Furthermore, statistics from the Central Bureau of Statistics (BPS) indicated that motorcycle ownership in Indonesia reached 120,042,298 units in 2021, far exceeding four-wheeled vehicles, which totaled 21,950,275 units.

Despite the dominance of scooters, motorcycle sales in Indonesia have fluctuated over the past decade. Sales ranged between 7 to 8 million units annually from 2012 to 2014, declined between 2015 and 2017, and slightly recovered in 2018. The COVID-19 pandemic in 2020 caused a sharp decline of 43.5% compared to the previous year, but gradual recovery was observed in 2021 and 2022. In terms of brand competition, five manufacturers dominate the Indonesian motorcycle market: Honda, Yamaha, Kawasaki, Suzuki, and TVS. In 2021, Honda led the market with a 77.68% share, while Yamaha ranked second with 21.04%, with its most popular models being the Yamaha NMAX and Aerox.

However, Yamaha's market share between 2018 and 2022 fluctuated, indicating that consumer purchase intention toward Yamaha motorcycles remains inconsistent. This highlights the importance for Yamaha to strengthen its marketing strategies and consumer engagement. Several factors are believed to influence purchase intention, including Word of Mouth (WOM), Brand Image, and Social Media Marketing (SMM). WOM refers to interpersonal communication among consumers regarding a product. Positive WOM can significantly enhance purchase intention, whereas negative WOM may reduce it. Previous studies have reported mixed findings, with some confirming a positive effect Wenas et al. (2018); Anisa (2020); Algiffary (2020) and others reporting no significant relationship (Elpansyah & Rahayu, 2019). Similarly, brand image representing consumers' perceptions and associations toward a brand plays a crucial role in shaping purchase intentions. A strong, positive brand image increases the likelihood of purchase Cynthia et al. (2019); Peronika et al. (2020), although inconsistent results have also been reported.

Along with the rapid advancement of digital technology, Social Media Marketing (SMM) has become a vital tool for engaging consumers and influencing their purchase decisions. SMM enables companies to promote products, build brand awareness, and foster customer relationships effectively. Previous studies have found that SMM positively affects purchase intention Kurniawan et al. (2021); Mangido et al. (2021); Sitorang et al. (2022), yet the literature still shows inconsistencies.

To further analyze this phenomenon, this study adopts the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1975). TRA posits that an individual's behavior is influenced by behavioral intention, which in turn is shaped by attitude toward the behavior and subjective norms. In the context of Yamaha motorcycle purchase intention, WOM, Brand Image, and SMM are considered external factors that can shape consumers' attitudes and subjective norms, ultimately influencing their purchase intention. In other words, the more positive the experiences and information consumers receive through WOM, Brand Image, and SMM, the stronger their intention to purchase Yamaha motorcycles.

Based on the business phenomenon and the identified research gap in previous studies, this research aims to examine the influence of Word of Mouth, Brand Image, and Social Media Marketing on Yamaha motorcycle purchase intention in Denpasar City.

Research Hypotheses:

- H1: Word of Mouth has a positive and significant effect on purchase intention.
- H2: Brand Image has a positive and significant effect on purchase intention.
- H3: Social Media Marketing has a positive and significant effect on purchase intention.

2. Literature Review

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is widely used to study human behavior. Social psychology research suggests that an individual's behavioral intention toward a specific behavior is a key determinant of whether or not the behavior will be performed (Ajzen & Fishbein, 1975). TRA explains that beliefs can influence attitudes and social norms, which in turn shape behavioral intentions, whether guided by deliberate reasoning or occurring spontaneously in an individual's conduct. The theory emphasizes the role of "intention" in determining whether a behavior will take place. TRA comprises two main constructs of intention: (1) attitude toward the behavior, and (2) subjective norms associated with the behavior.

Purchase Intention

Purchase intention is defined as the consumer's tendency to buy a certain brand or take actions related to the purchase decision, measured by the likelihood of making a purchase (Hasan, as cited in Saputra, 2018). Ferdinand (as cited in Salim & Widaningsih, 2017) identifies four indicators of purchase intention: transactional intention, which refers to the desire to purchase a product; referential intention, the willingness to recommend the product to others; preferential intention, the preference for a certain product over other alternatives; and explorative intention, the tendency to seek more information about the product.

Word of Mouth (WOM)

Word of Mouth (WOM) refers to the dissemination of product information through personal recommendations, highlighting the positive attributes of goods or services that have been purchased (Lupiyoadi, as cited in Sian, 2022). Wiyono (as cited in Afif et al., 2021) outlines three indicators for measuring WOM effectiveness: talking, which involves engaging in conversations about the product; promoting, the active endorsement of the product; and recommending, which is encouraging others to purchase the product..

Brand Image

Brand image is defined as the consumer's perception of a brand, reflecting the mental representation or associations held in the consumer's mind (Sari Dewi et al., as cited in Mishael, 2021). Mufariq (as cited in Shafira et al., 2021) and Biel (1992) identify three main indicators of brand image: brand identity, which refers to the distinctive features that differentiate the brand; brand personality, the human traits associated with the brand; and product image, the overall impression of the product's attributes.

Social Media Marketing

Social media marketing is defined as a form of direct or indirect marketing used to build awareness, recognition, recall, and attitudes toward a brand, product, person, or other entity through social web platforms (Gunelius, as cited in Naritama & Moniaga, 2022). According to Gunelius (2011), social media marketing can be measured using four indicators: content creation, which involves producing relevant and engaging material for target audiences; content sharing, the distribution of information across platforms to reach a wider audience; connecting, which focuses on fostering relationships and interactions with consumers; and community building, the development of a network of loyal and engaged customers.

3. Research Method

The research location refers to the site or setting of the study, comprising elements such as actors, place, and observable activities. This study was conducted in Denpasar City, Bali, Indonesia. The research objects include the variables of Word of Mouth, Brand Image, Social Media Marketing, and Purchase Intention. The study population consists of residents of Denpasar City, the exact number of which is unknown. The total sample size was 104 respondents, determined using the formula proposed by Hair et al. The sampling technique employed was non-probability sampling with a purposive sampling approach. The data analysis technique applied in this study was multiple linear regression analysis.

4. Results and Discussion

Validity and Reliability Test

The results of the validity and reliability tests are presented in Table 1.

Tabel 1. The results of the validity and reliability tests.

No	Variabel	Item Pertanyaan	Validitas	Reabilitas	Keterangan
			Koefisien Korelasi	Koefisien Korelasi	
1	<i>Word Of Mouth</i> (X ₁)	X _{1.1}	0.970		Valid and Reliable
		X _{1.2}	0.893	0.915	
		X _{1.3}	0.913		
2	<i>Brand Image</i> (X ₂)	X _{2.1}	0.920		Valid and Reliable
		X _{2.2}	0.874	0.846	
		X _{2.3}	0.840		
3	<i>Sosial Media</i> <i>Marketing</i> (X ₃)	X _{3.1}	0.918		Valid and Reliable
		X _{3.2}	0,911	0.746	
		X _{3.3}	0.566		
4	Minat Beli (Y)	Y _{1.1}	0.873		Valid and Reliable
		Y _{1.2}	0.881	0.905	
		Y _{1.3}	0.864		
		Y _{1.4}	0.924		

Respondent Characteristics

The study involved 104 respondents, consisting of 38 males (36.5%) and 66 females (63.5%), with the majority aged 18–23 years (44.2%). In terms of occupation, most respondents were students (36.5%), followed by entrepreneurs (33.7%). Regarding monthly income, the largest group earned between IDR 1,000,000 and IDR 5,000,000 (34.6%).

Classical Assumption Tests

The classical assumption tests in this study include the normality test, multicollinearity test, and heteroskedasticity test.

a. Normality Test

The *Kolmogorov-Smirnov Test* results show an Asymp. Sig. (2-tailed) value of 0.074 > 0.05, indicating that the data are normally distributed.

b. Multicollinearity Test

The *tolerance* values for all variables are greater than 0.10, and the Variance Inflation Factor (VIF) values are below 10. Therefore, the data are free from multicollinearity.

c. Heteroskedasticity Test

The *Glejser Test* results show significance values for Word of Mouth, Brand Image, and Social Media Marketing of 0.302, 0.625, and 0.107 respectively (> 0.05), indicating no presence of heteroskedasticity.

Multiple Linear Regression Results

The results of the multiple linear regression analysis are presented in Table 2.

Table 2. Multiple Linear Regression Analysis.

Variabel	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig
	B	Std. Error	Beta		
(Constant)	3,333	0,725		4,599	0,000
<i>Word Of Mouth</i>	0,484	0,046	0,549	10,754	0,000
<i>Brand Image</i>	0,367	0,050	0,403	7,305	0,000
<i>Sosial Media Marketing</i>	0,190	0,059	0,178	3,195	0,002
R				0,882	
<i>Adjusted R Square</i>				0,772	
<i>F statistic</i>				117,359	
<i>Signifikansi F</i>				0,000	

Source : Data Processing using SPSS, 2025

Discussion of Results

H1: Word of Mouth has a positive and significant effect on purchase intention.

The results confirm that Word of Mouth (WOM) significantly influences consumer purchase intention for Yamaha motorcycles in Denpasar City. This finding supports the Theory of Reasoned Action (TRA), where interpersonal communication shapes attitudes and subjective norms, leading to stronger behavioral intentions. Positive recommendations from peers or family members encourage consumers to develop favorable attitudes toward Yamaha motorcycles, thereby increasing their intention to purchase. These results are consistent with previous studies (Wenas et al., 2018; Anisa, 2020; Algiffary, 2020), which also reported a significant role of WOM in influencing buying decisions.

H2: Brand Image has a positive and significant effect on purchase intention.

The analysis demonstrates that Brand Image positively affects purchase intention, meaning that the stronger and more favorable the image of Yamaha motorcycles, the higher the likelihood of consumer purchase. This aligns with TRA, as perceptions and associations toward a brand can shape consumer attitudes, reinforcing their purchase intentions. The result is in line with prior findings (Cynthia et al., 2019; Peronika et al., 2020), which emphasize that a strong brand identity enhances trust and confidence in consumers, making them more willing to buy Yamaha products.

H3: Social Media Marketing has a positive and significant effect on purchase intention.

The study also reveals that Social Media Marketing (SMM) significantly contributes to purchase intention. Active social media engagement allows Yamaha to disseminate information, interact with consumers, and build stronger brand-consumer relationships. From a TRA perspective, social media content and interactions serve as external influences that reinforce subjective norms and consumer attitudes, thereby motivating purchase intentions. This finding supports previous studies (Kurniawan et al., 2021; Mangido et al., 2021; Sitorang et al., 2022), which highlight the importance of digital platforms in shaping consumer behavior.

Overall, all three hypotheses (H1, H2, H3) were accepted, confirming that Word of Mouth, Brand Image, and Social Media Marketing significantly and positively influence purchase intention for Yamaha motorcycles. Among these, Word of Mouth was found to be the most dominant factor, suggesting that consumer recommendations remain a critical determinant in the decision-making process.

5. Conclusions

This study concludes that Word of Mouth, Brand Image, and Social Media Marketing have a positive and significant effect on consumer purchase intention toward Yamaha motorcycles in Denpasar City. The findings demonstrate that the stronger these three factors are managed, the greater the likelihood of consumers showing interest in purchasing Yamaha motorcycles. WOM is identified as the most influential factor, indicating that consumer recommendations remain a critical determinant in driving purchase decisions.

However, this study has certain limitations. First, it was conducted only among Yamaha motorcycle consumers in Denpasar City, which limits the generalizability of the findings to other regions. Second, the study employed a cross-sectional design, while market conditions are dynamic and may change over time. Future research is therefore recommended to use longitudinal designs and broader geographical coverage to enhance external validity.

The results of this study provide several practical implications for Yamaha Indonesia Motor Manufacturing. First, strengthening Word of Mouth (WOM) is essential, as WOM plays a dominant role in influencing consumer decisions. To leverage this, Yamaha should focus on enhancing customer satisfaction and encouraging positive recommendations. Offering excellent after-sales service, building strong communities, and maintaining product quality are key strategies to ensure that satisfied customers share their positive experiences. Second, Yamaha should work on enhancing its brand image by highlighting attributes such as durability, performance, modern design, and fuel efficiency. Consistent marketing communication focused on these qualities will help strengthen consumer trust and increase purchase intentions.

Third, optimizing Social Media Marketing (SMM) is vital. Yamaha should maximize its presence on social media platforms for interactive engagement. Regular updates, digital campaigns, and interactive content such as product demonstrations and Q&A sessions can help boost consumer awareness and foster stronger brand loyalty. Finally, integrating WOM, Brand Image, and SMM into a cohesive strategy will yield greater impact. For example, positive customer testimonials through WOM can be amplified via social media campaigns, reinforcing Yamaha's brand image and influencing wider consumer purchase intentions. By implementing these strategies, Yamaha will be better positioned to strengthen its competitiveness in Indonesia's dynamic motorcycle industry, particularly in urban markets such as Denpasar City.

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