Research Article

Analysis of Price, Product Quality, and Brand Image on the Purchase Decision of Honda Beat Motorcycles

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Abstract: In January 2025, automatic motorcycles recorded a fantastic market share of 93.75% of total sales. This figure confirms Indonesian consumers' preference for the practicality and comfort offered by automatic motorcycles. This trend shows a shift in consumer interest, with consumers now preferring automatic motorcycles for their daily mobility needs over manual motorcycles. The purchase decision is a stage in the decision-making process until the consumer actually buys the product. Based on the background of the research through interviews, the researcher found that sales of Honda Beat motorcycles at the Taruna Adi Prima branch in Pati city fluctuated annually. Based on this background, the researcher was interested in determining the influence of price, product quality, and brand image on purchasing decisions. The number of respondents was 100 who had purchased Honda Beat motorcycles at the Taruna Adi Prima branch in Pati City, which became the sample for this quantitative study. Based on the research results, the price variable did not have an influence on purchasing decisions, but product quality had a positive and significant influence, and brand image also had a positive and significant influence with a significance value (sig) of 0.000 < 0.05.

Keywords: Brand Image; Honda Beat; Price; Product Quality; Purchasing decisions.

1. Introduction

The motorcycle industry began 2025 with mixed results, according to data provided by Ototaiment (2025). Based on data obtained from the Indonesian Motorcycle Industry Association (AISI), domestic sales in January 2025 reached 557,191 units. This figure is slightly lower than the 592,658 units achieved in January 2024. This slight decline occurred as a result of business concerns about the implementation of tax options that were expected to reduce sales. The dominance of automatic motorcycles in the Indonesian market was further strengthened by the trend behind this slight decline. Automatic motorcycles accounted for 93.75% of all sales in January 2025. These statistics show how much Indonesian buyers love automatic motorcycles because of their comfort and usability.

Choosing between various alternative courses of action in the hope of achieving the best option is essentially a decision-making process. According to (Sangadji and Sopiah, 2013) in (Tjondrokoesoemo, 2016), the purchasing decision is a process that continues until the customer actually purchases the product. Purchase decisions are an important part of consumer behaviour that leads to the acquisition of products or services. Consumers make these decisions regardless of the reasons that inspire and influence their decisions to purchase goods or services (Ragatirta et al., 2021).

One of the elements that influences market demand is the price of a product or service. Setyo (2017) states that price is the value paid by customers with the aim of obtaining goods or services that generate profits for them after they own or use them. Kotler and Armstrong

(2018) identify four price indicators, including price competitiveness, price suitability to benefits, price suitability to quality, and price affordability. Customers evaluate and analyse the price of a product in relation to its quality, in addition to its price.

Product quality refers to the features and advantages of a product. User needs can certainly be met and satisfied by high-quality products. (Yohanda and Ginanjar, 2021) explain that when someone examines a product, quality is the main consideration. Everyone wants a product to meet their expectations when they buy it. A person's decision to buy can be influenced by the quality of the item. On the other hand, a person is likely to change their mind or even decide not to buy a product if its quality is poor. (Kotler and Keller, 2016) state that there are indicators of product quality, including performance, durability, product attributes, conformity to specifications, aesthetics, and quality perception.

When making purchases, customers consider brands in addition to price and product quality. Through advertisements, promotions, or word-of-mouth promotions among product consumers, brands are used as a tool to build certain perceptions about a person. According to (Efendi et al., 2013), brands have a very important purpose; if a brand is well-known and sticks in a person's memory, it will be assumed that the product brand is a good brand. Furthermore, using products from that brand will make a person feel satisfied. According to Rangkuti in Indrasari (2019), brand image indicators include recognition, reputation, appeal, and loyalty.

Motorcycle manufacturers are under pressure to aggressively launch their latest brands and products to the public due to fierce competition. New, distinctive, and contemporary styles, as well as the addition of cutting-edge features, are examples of increasingly popular innovations. In the city of Pati itself, there is only one dealer, Taruna Adi Prima Pati, which sells Honda motorcycles. In a study by Devi et al. (2023) with the same research object, namely Honda Beat motorcycles, it is stated that as a business player in the automotive industry , companies must be able to build a positive brand image from their outlets by producing high-quality products. This will help consumers trust the brand and increase their purchases because the products are more diverse, of higher quality, and able to understand customer needs. Similarly, Adi Prima Dealership itself must be able to build a good brand image for its own consumers until a sale is made.

Table 1. Sales Data for Honda Beat Motorcycle Dealership Main Branch Taruna Adi Prima Pati

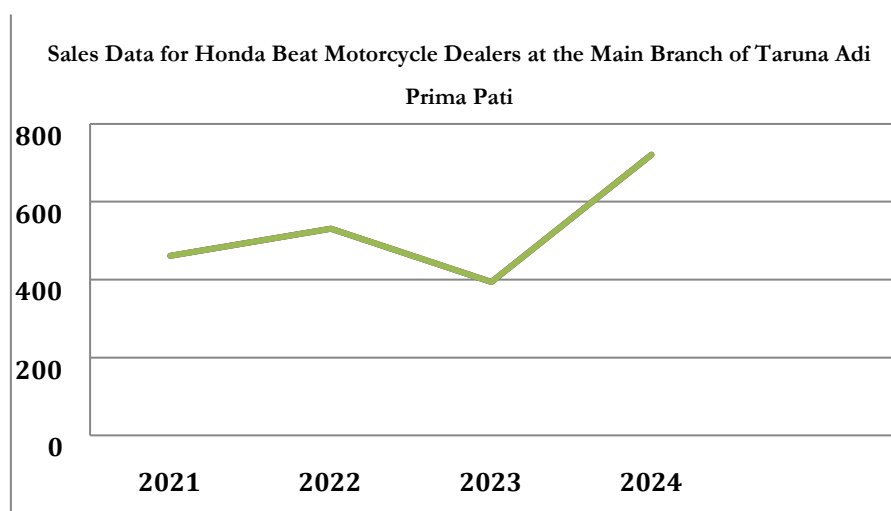| Product Type	Sales Data (Year)			
Honda	2021	2022	2023	2024
Beat	462 units	531 units	394 units	721 units

Source: Adi Prima branch dealer, 2025

Figure 1. Sales Trend of Honda Beat Motorcycles at the Main Taruna Adi Prima Pati Branch (2021-2024)

Source: Adi Prima branch dealer, 2025

Based on information gathered from the Taruna Adi Prima Pati Main Branch, sales in 2021 amounted to 462 units, in 2022 to 531 units, in 2023 to 394 units, and in 2024 to 721 units. The decline in 2023 can be attributed to the Honda Beat e-saf frame breaking, which influenced consumers' purchasing decisions. The eSAF frame is a frame with the latest technology produced through advanced processes such as pressing and laser welding. The eSAF frame is made from pressed steel plates, which is different from other types of motorcycle frames that use cut pipes. The steel plates are then joined using a laser tool. The structure of this frame is designed to improve handling stability, making the vehicle more comfortable to ride (Planetban, 2025). Research conducted by (Alfiah, 2022) states that Honda motorcycles have powerful engines, long service life, and attractive designs. These motorcycles are also highly resistant to damage.

Regarding the decision to purchase Honda Beat products, as can be seen in the graph above, Honda Beat motorcycle sales have experienced ups and downs, which illustrates that variables such as price, product quality and brand image can influence consumer purchasing decisions. Research was conducted to determine whether there is an influence between price, product quality and brand image on purchasing decisions.

Price, as defined by Kotler and Armstrong in Suryani & Wahyu, 2018, is the price paid by consumers for a good or service, or the value they receive in return for the benefits of owning or using it. At Taruna Adi Prima Dealer, the Honda Beat motorcycle is priced at Rp.21,370,000 with a maximum instalment period of 35 instalments. Meanwhile, at competitors such as Yamaha, according to the website (OTO by cardekho SEA, 2025), the Yamaha Fino motorcycle is priced at IDR 21,610,000 with a maximum instalment period of 36 months. Another brand, Suzuki, as quoted on (OTO by cardekho SEA, 2025), also has a motorcycle called the Nex II, which is comparable to the Honda Beat and Yamaha Fino, priced at IDR 21,350,000 with a maximum instalment period of 36 months. It can be seen that the prices of the three brands are highly competitive, so purchasing decisions may be influenced by factors other than price.

The longevity, functionality, and usefulness of a product determine its quality. Customers will form a brand image and always remember products with high and consistent quality. According to Devi et al. (2023), consumers give below-average ratings for a number of product quality aspects, especially those related to product reliability. Some respondents felt that the reliability of the Honda Beat was inadequate.
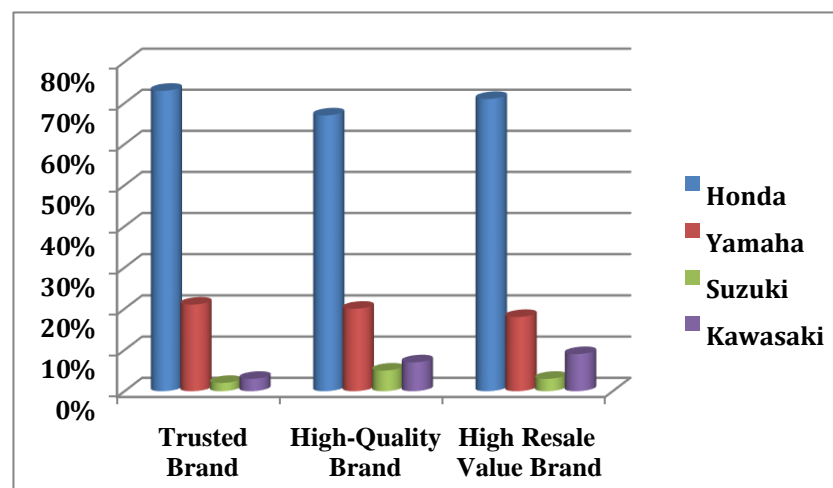

Figure 2. Motorcycle Brand Image Survey
Source: kumparanoto, 2024

Based on the results of a motorcycle brand image survey conducted by Jakpat Survey Report in 2023, as quoted by kumparantoto in 2024, the Honda motorcycle brand showed the highest results in every statement submitted to a total of 1,021 respondents, with 73% stating that it was a trusted brand, 67% stating that it was a high-quality brand, and 71% stating that it was a brand with a high/stable resale value ( ). According to Aska Primardi, head of research at Jakpat, respondents chose Honda because it is considered reliable, high quality, and a brand with high or consistent resale value compared to other brands. Regarding the eSAF frame case that went viral yesterday, he said that in his opinion, long-time Honda

customers already know the quality of Honda motorcycles. The problem lies with new customers who immediately have a negative perspective of the brand, which becomes a plus point for competitors to attack the Honda brand and increase their sales. In addition, quoting from an article (Tempo, 2023), the General Manager of Communications at PT. Astra Honda Motor (AHM), Ahmad Muhibbudin, who is based in Cikarang, West Java, said that sales have not been affected so far because *demand* is still good. Brand image is defined by (Kotler and Keller, 2016) as the perception of a brand that reflects the associations people have in their minds. According to data found in the Bloomberg Technoz article (2023), although Honda recorded the highest sales in 2023, sales figures declined for motorcycles using the Esaf frame, such as the Honda Beat.

Table 2. Research Gap.

Variable	Influential	Not Influential
Brand Image	Fitri et al. (2024)	Setyani et al., 2020
Product Quality	Alfiah (2022)	Haris, D (2019)
Price	Ayu Wulansari (2013)	Ayu Wariki et al. (2015)

Based on the background explanation above, this study is based on consumers who have purchased Honda Beat motorcycles at the Taruna Adi Prima branch in Pati City. Based on the background of the problem above, the researcher was interested in conducting research with the title "The Influence of Price, Product Quality and Brand Image on the Decision to Purchase a Honda Beat Motorcycle (A Case Study of Honda Beat Consumers in Pati)".

2. Literature Review

Purchase decisions are consumer decisions influenced by financial economics, technology, politics, culture, products, prices, location, promotions, physical evidence, people and processes, thereby shaping consumers' attitudes to process all information and draw conclusions in the form of responses regarding which products to buy (Maulana & Asra, 2019). In (Agus et al., 2022), Kotler & Armstrong explain the steps that consumers must take to understand the problem, gather information and solutions related to the product or brand in question, and compare various effective approaches that can be used to solve the problem. These steps then become benchmarks in implementing specific purchasing decisions. The purchase decision indicators proposed by (Soewito in Indrasari, 2019) include perceived needs, pre-purchase activities, usage behaviour, and post-purchase behaviour.

The least frequently used component of the marketing mix is price. Price is the only factor related to revenue, even though marketing research requires costs. In addition, price has a substantial impact on buyer perception, brand positioning, and an organisation's financial performance. Price is defined by Rosniyenti and Sabri (2020) as "the amount of money charged for a product or service purchased by a customer". Furthermore, price can be changed easily and quickly, making it a flexible component of the marketing mix. Asaloei (2019) asserts that the value of a product is determined by its price. More customers will be attracted and feel financially satisfied, which will encourage them to return if the price is higher and the product quality is satisfactory. Price indicators according to (Farisi and Siregar, 2020) consist of price affordability, price suitability to quality, price competitiveness, and price suitability to benefits.

When running a business, goods and services must be reasonably priced and of high quality. A business must improve the quality of its goods or services if it wants to survive in the competitive market, especially in terms of quality. Product quality is feedback received from consumers, not from the company. As a result, a number of factors affect the quality of a product after purchase, including the quality expected by customers and the quality they experience after using it (Rina et al., 2021). According to (Kotler and Armstrong in Oktafalia, et al 2019), product quality is defined as *"product quality is the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs"*. This shows that a product must have the ability to directly meet consumer needs and be of good quality. (Mowen and Minor in Wahyu, 2018) explain product quality as a customer's overall assessment of the performance of a product or the needs they purchase. The main factors used by customers to evaluate a

product are very important in determining its performance. Kotler and Keller (2016) state that product quality indicators consist of performance, durability, features, conformity to specifications, aesthetics, and quality impression.

    (Rachmadi, 2022) defines brand image as a collection of customer impressions represented in the minds of consumers. Experience and the quantity of information received strengthen the bond with a brand. (Altuna, in Gea et al. 2021) shows that although brand presence has a negative effect on product brand image, this negative effect is reduced when the organisation and brand presence are aligned. The perceived image and increase in brand quality are smaller than the decline in image caused by brand presence. In addition to knowledge and opinions about brand features (cognitive aspects), perceptions of brand usage, and acceptable usage settings, brand image includes evaluations, attitudes, and emotions associated with the brand. According to Rangkuti in Indrasari (2019), the main indicators of brand image are loyalty, recognition, reputation, and attractiveness.
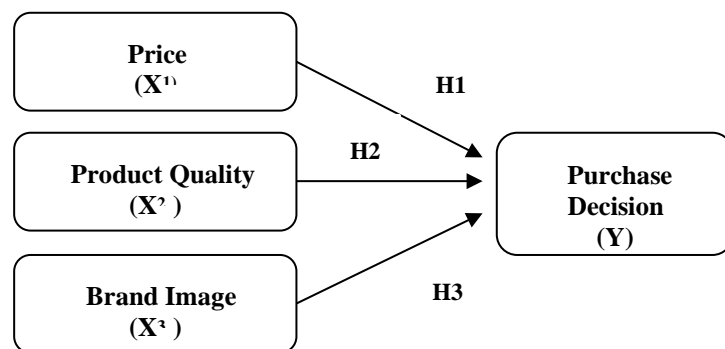

Figure 3. Conceptual Framework

Relationship Between Price and Purchase Decision

    A company's products will be chosen if the price is reasonable and in line with the purchasing power of its customers. According to (Gunarsih et al., 2021), price significantly influences consumer purchasing decisions. Companies set prices for a number of reasons, one of which is to reflect product quality. (Sondakh et al., 2019) explain that price is an important component for companies because it has a major impact on sales. Every company can increase sales by setting the right price that is affordable for customers. However, companies can suffer losses if they set the wrong price because their customers may be disappointed. (Sutiyono & Baruna Hadibrata, 2020) explain that purchasing decisions are influenced by price.

H1: Price has a positive and significant effect on purchasing decisions

The Relationship Between Product Quality and Purchase Decisions

    One thing that needs to be considered in evaluating a product is its quality. Everyone wants a product to meet their expectations when they buy it. Product quality, as defined by (Harjadi and Arraniri, 2021), includes product or service expertise, feature and quality completeness, and the ability to meet the needs of customers or potential buyers that have been determined. (Wanda & Nur, 2022) state that purchasing decisions are influenced by product quality. According to (Diah Ernawati, 2021), purchasing decisions are also influenced by product quality.

H2: Product quality has a positive and significant effect on purchasing decisions.

The Relationship Between Brand Image and Purchasing Decisions

    Brands are beneficial to consumers because they foster mutual trust and highlight new products that may be of interest to them. Since well-known businesses offer more complete information than businesses that tend to lag behind, consumers view them as safer than lesser-known businesses. In their study on the relationship between price and product quality, (Risa and Prihartono, 2021) found that both factors, namely brand image, significantly influence consumers' purchasing decisions. (Iis, 2020) stated that brand image positively influences purchasing decisions. Brand image is one of the elements that makes customers confident to buy. According to (Nurliyanti et al., 2022), brand image influences consumer purchasing decisions.

H3: Brand image has a positive and significant effect on purchasing decisions.

3. Proposed Method

In this study, the author uses a quantitative research approach. Sugiyono (2018) defines quantitative research as an approach to study a specific population or sample based on positivism. Google Forms (GF) will be used to send out surveys. The researcher uses statistical and descriptive methods. Descriptive analysis was used to answer the causal factors of the problem formulation related to Price (X1), Product Quality (X2), Brand Image (X), and Purchase Decision (Y) for Honda Beat motorcycles . The research population consisted of Adi Prima dealers who had purchased Honda Beat motorcycles at the Taruan Adi Prima branch in Pati City. The sample size was calculated using the Lemeshow formula, resulting in a sample of 100 respondents. Secondary data was obtained from the internal records of the Taruna Adi Prima branch, books, the internet, etc. The analysis design used in this study employed a Likert scale with a range of 1-5. Sugiyono (2018) states that the Likert scale is used to quantify research variables that are broken down into variable indicators. These indicators were then used as guidelines for compiling instrument items in the form of statements or questions. Validity and reliability tests were used to measure whether the indicators or questionnaire results were valid, then tested with classical assumptions to see whether the data was normally distributed in order to determine the extent to which the research hypothesis influenced the research variables, both partially and simultaneously.

Research Variables

The variables used in this study consist of independent and dependent variables. Dependent variables are variables that are influenced or explained by independent variables, while independent variables are variables that influence or explain other factors.

Dependent Variables

The dependent variable (y) in this study is the purchasing decision made by consumers who have made purchases at the Honda Taruna Adi Prima branch in Pati City.

Independent Variables

The independent variables in this study are price (X1), product quality (X2), and brand image (X3).

Analysis Method

SPSS version 29.0 is the analytical instrument used in this study, which employs multiple linear regression. An econometric model is used as the data analysis model in this study. The impact of brand image, product quality, and price on the purchase of Honda Beat motorcycles in Pati City. Multiple linear regression analysis is used in the analysis along with its formulation.

$$Y = \alpha + 1\ X1 + \beta 2\ X2 + \beta 3\ X3 + e$$

Then

Y = Purchase Decision
α = Constant
β = Regression Coefficient
X1 = Price
X2 = Product Quality
X3 = Brand Image
e = error

4. Results and Discussion

The total number of respondents who completed the questionnaire was 100.

Table 3. Respondent Profile

Profile	Category	Frequency	Percentage
Gender	Male	68	68
	Female	32	32
Age	Over 17 years old	100	100
Education	High School/Vocational School	31	31
	Diploma	40	40
	Bachelor's Degree	29	29

Based on the distribution of questionnaires, the majority of respondents in this study were male (68 people), while female respondents numbered 32 people. The age range of respondents was between 24 and 30 years old, with a total of 100 respondents filling out the questionnaire, which was used to test the results. This age range falls within the productive age category, so it can be assumed that respondents have purchasing power and make rational considerations when making purchasing decisions. In terms of the last indicator9 ndicator9 , respondents were dominated by high school/vocational school graduates, numbering 31 people, followed by bachelor's degree (S1) graduates, numbering 40 people, and diploma graduates, numbering 29 people.

Validity Test Results

Table 5 shows the validity test results for each variable indicator statement based on a questionnaire distributed to 100 respondents.

Table 4. Validity Test Results

Variable	Statement Item	Calculated r	Table r (0.197)	Description
Price (X1)	X1.1	0.904	0.197	Valid
	X1.2	0.724	0.197	Valid
	X1.3	0.709	0.197	Valid
	X1.4	0.894	0.197	Valid
Product Quality (X2)	X2.1	0.763	0.197	Valid
	X2.2	0.628	0.197	Valid
	X2.3	0.703	0.197	Valid
	X2.4	0.710	0.197	Valid
	X2.5	0.665	0.197	Valid
Brand Image (X3)	X3.1	0.650	0.197	Valid
	X3.2	0.789	0.197	Valid
	X3.3	0.789	0.197	Valid
	X3.4	0.708	0.197	Valid
Purchase Decision (Y)	Y1	0.840	0.197	Valid
	Y2	0.884	0.197	Valid
	Y3	0.841	0.197	Valid
	Y4	0.790	0.197	Valid

Source: Data processed using SPSS 29.00, 2024

The validity test conducted on respondents through a questionnaire found that the variables of price, product quality, and brand image were proven to be valid. Thus, the questionnaire results can be tested in the next stage to answer the existing hypotheses. This indicates that the sample adequacy requirement has been met. With a table r value of 0.197, the calculated r value for all indicators of all variables is higher than the table r value.

Reliability Test Results

In the reliability test in Table 5, it is considered reliable if the Cronbach Alpha value is greater than 0.70.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Description
Price (X1)	0.828	Reliable
Product Quality (X2)	0.724	Reliable
Brand Image (X3)	0.718	Reliable
Purchase Decision (Y)	0.854	Reliable

The Cronbach's Alpha values for price, product quality, brand image, and purchase decision are all above 0.7. This indicates that each value for these variables can be trusted or considered reliable.

Normality Test Results

Table 6 shows the normality test using the Kolmogorov-Smirnov test to determine whether the data is normally distributed.

Table 6. Kolmogorov-Smirnov Normality Test Results .

One-Sample Kolmogorov-Smirnov Test			
			Unstandardised Residual
N			100
Normal Parametersa,b	Mean		.000000
	Standard Deviation		1.70284534
Most Extreme Differences	Absolute		.051
	Positive		.040
	Negative		-.51
Test Statistic			.051
Asymp. Sig. (two-tailed)c			.200d
Monte Carlo Sig. (twotailed)e	Sig.		.759
	99% Confidence Interval	Lower Bound	.748
		Upper Bound	.770

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10,000 Monte Carlo samples with starting seed 926214481.

Source: Data processed using SPSS 29.00, 2024

Normality testing was performed using the Kolmogorov-Smirnov test. The test results showed a significance value of 0.200> 0.05. This indicates a normal distribution, thus fulfilling the normality assumption.

Multicollinearity Test

In Table 7, the Multicollinearity test values must have a Tolerance value > 0.1 and a VIF value < 10.

Table 7. Multicollinearity Test Results

	Coefficientsa							
Model	Unstandardise d Coefficients		Standardise d Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Eror	Beta			Tolerance	VIF
1 (Constant)	.454	1.392		-.326	.745		
X1	.048	.065	.046	.734	.465	.874	1,14 4
X2	.446	.061	.451	7,26 3	<.001	.876	1,14 1
X3	.564	.064	.548	8,76 2	<.001	.867	1,15 3

a. Dependent Variable: Y

Source: Data processed using SPSS 29.00, 2024

It can be concluded that each Multicollinearity test shows that Price (X1), Product Quality (X2), and Brand Image (X3) have Tolerance values > 0.1 and VIF values < 10, fulfilling the assumption of multicollinearity freedom.

Heteroscedasticity Test

In Table 8, the heteroscedasticity test shows that all variable values are > 0.05.

Table 8. Results of the Heteroscedasticity Test .

Coefficientsª					
Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Standard Error	Beta		
(Constant)	1.671	.838		1,992	.049
1 X1	.000	.039	-.001	-.006	.995
X2	-.047	.037	-.136	-1.258	.212
X3	.028	.039	.079	.729	.468
a. Dependent Variable: Abs_RES					

Source: Data processed using SPSS 29.00, 2024

Based on the Glejser test results in the table above, the significance values obtained for the Price (X1) variable are -0.001, Product Quality (X2) are -0.0136, and Brand Image are 0.079. Based on this data, it can be concluded that this regression model does not exhibit heteroscedasticity.

Multiple Linear Regression Analysis

The following are the results of the multiple linear regression analysis in Table 9.

Table 9. Multiple Linear Regression Analysis Results

Coefficientsª					
Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.454	1.392		-.326	.745
1 X1	.048	.065	.046	.734	.465
X2	.446	.061	.451	7,263	<.001
X3	.564	.064	.548	8,762	<.001
a. Dependent Variable: Y					

Source: Data processed using SPSS 29.00, 2024

The results of the multiple linear regression analysis can be interpreted as follows:
$Y = -0.454 + 0.048X1 + 0.446X2 + 0.564X3$

T-test

In Table 10, the results of the t-test or partial analysis are known to be < 0.05.

Table 10. T-Test Results .

Coefficientsª			
Model		T	Sig.
1	(Constant)	-.326	.745
	X1	.734	.465
	X2	7.263	<.001
	X3	8.762	<.001
a. Dependent Variable: Y			

Based on the t-test results, the Price variable (sig. $0.465 > 0.05$) does not have a significant effect on purchasing decisions, while the Product Quality variable (sig. < 0.001) and Brand Image variable (sig. < 0.001) have a significant effect on purchasing decisions.

F-test

The next test is Table 11. There is an F test or simultaneous analysis.

Table 11. F Test Results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	595.891	3	198,630	66,425	<.001[b]
	Residual	287,069	96	2,990		
	Total	882,960	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Data processed using SPSS 29.00, 2024

The ANOVA test results show an F value of 66.425 with a significance level of < 0.001, indicating that price, product quality, and brand image simultaneously have a significant effect on purchasing decisions.

Coefficient of Determination Test

Table 12. Coefficient of Determination Results   .

Model Summary[b]

Model	R	R Square	Adjusted RSquare	Standard Error of the Estimate
1	.822[a]	.675	.665	1.729

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: Data processed using SPSS 29.00, 2024

The R Square value of 0.675 indicates that 67.5% of the variation in purchasing decisions can be explained by price, product quality, and brand image, while 32.5% is influenced by other factors outside the model.

The Effect of Price on the Purchase Decision of Honda Beat Motorcycles

The processed data shows that product price does not have a significant and positive effect on consumer purchasing decisions. This indicates that when customers choose to purchase a Honda motorcycle from Adi Prima Dealer in Pati City, price is not their primary consideration.

This indicates that price indicators, consisting of price affordability, price suitability with product quality, price suitability with benefits, and price competitiveness, do not influence consumer purchasing decisions or indicate a negative influence. The hypothesis in this study is consistent with previous studies by (Miranda et al. 2021), (Jilly, 2013), and (Hestiana et al., 2023).

The Influence of Product Quality on the Purchase Decision of Honda Beat Motorcycles

The processed data shows that purchasing decisions are significantly and positively influenced by product quality. This indicates that the higher the quality of Honda motorcycles in Pati City, particularly the Honda Beat, the higher the purchasing decision rate.

The statement "Honda Beat motorcycles function well" (X2.1), which has the highest average score, clarifies this point. Customers appear to be happy and satisfied with Honda motorcycles due to their high quality and long service life. The results of this second

hypothesis are in line with previous studies conducted by (Wanda & Nur, 2022), (Diah Emawati, 2021), (Amrullah et al., 2016).

The Influence of Brand Image on the Purchase Decision of Honda Beat Motorcycles

The processed data shows that brand image has a positive and significant effect on purchasing decisions. This means that the better the brand image of Honda Beat motorcycles, the higher the purchasing decision rate.

This is evident from statements (X3.2 and X3.3) "The Honda brand is known by the public" and "Honda Beat is known as a motorcycle that is liked by the public". It can be seen that these statements have the highest value among other statements, which can be assumed that the people of Pati who have purchased Honda Beat motorcycles are already aware of the brand image of these products. The results of accepting the third hypothesis align with previous studies conducted by (Iis, 2020), (Solihah and Fatmawati, 2017), and (Nurliyanti et al., 2022).

5. Conclusions

Based on the results of the study, it can be said that although price does not influence purchasing decisions, product quality has a positive and significant influence, and brand image also has a positive and significant influence. Product quality and brand image have a positive and significant influence because consumers believe that product quality is an absolute factor that must be known before making a purchase decision, and brand image is a consideration in determining product quality. This is because the respondents in this study assumed that price was not a major factor in purchasing decisions, which led to the rejection of hypothesis h1 and the acceptance of hypothesis h0.

After this research is completed, the practical implications for PT Astra Honda Motor (AHM) are that improving product quality must be a top priority. Consumers view quality as a fundamental factor before making a purchase decision. Therefore, Honda needs to maintain and improve engine quality, fuel efficiency, and riding comfort. In addition, innovations in safety features, such as braking technology and anti-theft systems, need to be continuously improved to meet consumer expectations, which are increasingly critical of quality aspects.

Strengthening the Honda Beat brand image needs to be done continuously. Given that brand image has been proven to influence purchasing decisions, Honda can strengthen its branding through marketing campaigns that emphasise product advantages, such as fuel efficiency, modern design, and reliability. Sponsorship activities, collaboration with motorcycle communities, and consistent use of social media can support the formation of positive consumer perceptions of the Honda Beat.

Although price does not significantly influence purchasing decisions, companies still need to ensure competitive pricing strategies. Stable prices that are commensurate with product quality will strengthen consumer confidence in the value offered by Honda Beat, while maintaining the product's position in the competitive automatic scooter market segment.

Thus, the main implication of this study is that Honda Beat should focus on strategies to improve product quality and strengthen brand image, as these two aspects are the dominant factors that drive consumers in their purchasing decisions, while price can be positioned as a supporting factor that fosters consumer loyalty.

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