THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE AND BRAND EQUITY ON BRAND ATTITUDE AND ITS IMPACT ON INTEREST IN BUYING MOTORCYCLE BRANDS AMBON CITY

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Abstract:

Currently, the marketing aspect does not only focus on product function, but will focus more on brand competition. Successful products or services always have a strong or dominant brand in the market. This research aims to (1) determine the influence of brand awareness, brand image and *brand equity* on attitudes, brands and their impact on interest in purchasing certain motorbike brands in Ambon City, (2) determine the differences between brand awareness, brand image, *brand equity* and brand attitude each brand of motorbike which has a significant positive effect. The research population is respondents who already own one of the three brands and respondents who are interested in buying one of the three brands spread across Ambon City. The sample was determined using non-probability sampling using a purposive sampling method with a sample size of 300 people. The research results show that brand awareness, brand image and brand equity have a significant positive effect on brand attitude and brand attitude has a significant positive impact on interest in buying certain motorbikes in Ambon City. The research results also show that *brand awareness,* brand image and brand attitude on Honda motorbikes are very positive and significant when compared to the Yamaha and Suzuki brands and brand equity of the Yamaha brand is very positive and significant when compared to the Honda and Suzuki brands. The conclusion obtained from this research is that by establishing good brand awareness, creating a positive brand image and sustainable brand equity management, it will shape consumer attitudes towards brands and will automatically encourage people's buying interest in motorbike brands in Ambon City.

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Keywords: Brand awareness, brand image, brand equity, brand attitude and purchase intention

Abstract:

Currently, marketing aspects no longer focus solely on product functions but are more geared towards brand competition. Successful products or services always have a strong or dominant brand in the market. This research aims to (1) determine the influence of brand awareness, brand image, and brand equity on brand attitude and its impact on the intention to purchase a specific motorcycle brand in Ambon City and (2) identify the differences in brand awareness, brand image, brand equity, and brand attitude for each motorcycle brand, determining which one has a significant positive influence. The research population consists of respondents who own one of the three brands and respondents interested in purchasing one of the three brands in Ambon City. The sample size was determined using non-probability sampling through purposive sampling, with a total of 300 individuals. The research results indicate that brand awareness, brand image, and brand equity have a significantly positive influence on brand attitude, and brand attitude has a significantly positive impact on the intention to purchase a specific motorcycle in Ambon City. The research also reveals that brand awareness, brand image, and brand attitude for Honda motorcycles are significantly more positive compared to Yamaha and Suzuki, while the brand equity of Yamaha is significantly more positive compared to Honda and Suzuki. The conclusion drawn from this research is that by establishing strong brand awareness, creating a positive brand image, and managing brand equity consistently, consumer attitudes towards the brand can be formed, ultimately driving the purchasing intention of the community towards motorcycle brands in Ambon City.

Keywords: Brand awareness, brand image, brand equity, brand attitude, purchase intention

INTRODUCTION

Marketing in the current era of globalization has become complex with a variety of terms. Basically, marketing aims to build a brand in the minds of consumers, and the power of a brand lies in its ability to influence purchasing behavior. Purchasing decisions are often influenced by brand considerations rather than other factors. Brands are key in making it easier for companies to introduce products to consumers, so it is important to maintain brand life and acceptance in the market (Saebah & Asikin, 2022).

A brand is not just a name or sign, but rather a "pledge" from a company to provide an image, passion and consistent service to consumers (Saputro, 2012). Brand management

is a complex task, especially in the face of rapid changes in the marketing environment, such as consumer behavior, competitive strategies, government regulations, and other aspects that can influence brand success.

Highlighting the importance of brands in an increasingly competitive environment, with companies starting to understand the key role brands play in product success. Strategic brand management activities, including creating, building and expanding brands, are the focus of the company's attention.

To provide or improve brand function, it is important to instill Brand Awareness or brand existence in consumer memory (Tiyanto & Pujiarti, 2016). This aims to differentiate products and make consumers understand the value and quality of these products. Competition is no longer limited to the functional attributes of products, but is also related to Brand Image which creates a special image for its users.

Consumers' positive attitudes towards brands create continuous motivation and a strong desire to buy, because the brand becomes a symbol that provides meaning in consumer decision making (Ranto, 2016). High brand awareness creates purchasing interest, becoming a strong incentive for consumers to fulfill their needs and actualize what they have in mind (Nainggolan, 2017). The development of the motorbike industry in Indonesia with various brands is currently being used by producing companies as a very strategic issue because it can be a means for companies to develop and maintain customer loyalty.

The large demand and market share for Indonesian motorbikes from year to year is caused by four things, namely:

1. The needs and economic level of society are getting better, where these conditions create a need for motorbikes, so that sales are increasing

2. Motorbikes have become an alternative means of transportation for people, both in urban and rural areas, besides cars, motorbikes are a much needed means of transportation because of their speed, strong performance capabilities, efficiency and effectiveness.

3. Motorbike prices are relatively cheap and affordable given people's income.

4. Apart from necessity, the role of financing institutions in encouraging people to buy motorbikes is also quite high, besides all that, promotional factors and marketing strategies from each motorbike manufacturer continue to be improved.

The pervasiveness of brands into people's daily lives, especially nowadays, has spurred motorbike manufacturers to compete to meet this need. What is clear is that not all quality brands suit consumers' pockets. In order to be a winner in the battle to become the main brand of choice for consumers according to their product category, manufacturers

who own the brand are required to really understand the characteristics of the market or consumers they are targeting.

The research carried out is expected to provide an overview of the implementation in terms of instilling *Brand Awareness, Brand Image* and *Brand Equity* which can shape attitudes and ultimately increase buying interest.

Based on the description above, this research tries to examine in more depth: The influence of Brand Awareness, Brand Image and Brand Equity on Attitudes, Brands, the Influence of Brand Attitudes and their impact on Interest in Buying certain brands of motorbikes in Ambon City.

Brand Definition

A brand is defined as a name, term, sign, symbol, design or a combination of all of them which is intended to identify the product or service produced so that it is different from the product or service produced by competitors (Agustin, 2018). A brand is not just a name, term, identifying goods or services, but a brand is a company's promise to consistently provide an image, enthusiasm and service to consumers.

From the definition above, it is clear that a brand is a name, sign, symbol, (such as a logo, trademark or packaging design), or a combination of all of them which is intended to identify the product or service of a seller or group of sellers, and to differentiate it from competitors' products or services. other. A brand is an identification mark for a product or service. Branding is growing, especially as competition between entrepreneurs becomes sharper. The following are several definitions of brands.

A true brand is the internalization of a number of impressions received by customers and consumers which results in a special position in their memory regarding the perceived emotional and functional benefits. Thus, a brand is not just a name printed on the packaging of a product, but a brand is what is in the minds of consumers.

Brand Awareness

Brand Awareness reflects the extent to which a brand is present in consumers' minds and has a key role in Brand Equity (Stevi & Artina, 2022). Low brand awareness can indicate low Brand Equity. Brand Awareness is a buyer's ability to identify a brand with enough detail to make a purchase (Herdana, 2015).

Brand Awareness is the ability of buyers to recognize and remember that a brand is the embodiment of a particular product category (Irwanti, 2013). This initial step is important for consumers who are first interacting with a new product or brand through advertising. Brand Awareness develops through Continuum Ranging, from uncertainty to belief that the brand is the only one in its product category.

High brand awareness increases the likelihood that consumers will choose that brand when considering a purchase (Ruhamak & Rahayu, 2016). A high level of Brand

Awareness also influences the formation and strength of associations towards a brand, because Brand Image requires a node about the brand to be formed in memory.

Brand Recognition is built through repeated experiences through advertising media, promotional activities, sponsorship and publicity. The more frequently consumers are exposed to a brand, the stronger their awareness. Brand Recall, meanwhile, requires establishing strong brand associations in consumers' minds, and creativity in advertising, slogans, jingles, logos, and packaging can help in building Brand Recall.

Brand Image

Brand Image is defined as a consumer's perception of a brand which is built by the consumer's experience of a particular brand thereby forming various associations (Utomo, 2017).

Creating a positive brand image means carrying out a marketing program that will connect the brand with strong, positive and unique associations in the minds of consumers (Lukman, 2014). However, Brand Image is not only created through marketing programs. Brand Image can also be created through experience using the brand directly, word of mouth, through assumptions formed by consumers, both about the brand itself, as well as from the logo, company that owns the brand, country of origin, distribution channels. that has a strong, positive and unique relationship with the brand associations that have been formed in the minds of consumers.

Customer perceptions of *the brand* are obtained through a fairly mature learning process and thought process through their purchasing decisions for a product. *Brand Image* has a direct influence on the level of buying interest in a product. Keller (2003) also supports this statement, with rapid market developments making consumers pay more attention to brand *image* than product characteristics when making purchases. There are two approaches to *brand measurement* :

1. Financial-based approach: comparing the income of a *branded product* with unbranded products (more suitable for buying and selling *brands*).
2. Consumer -based approach : consumers determine *brand strength*

Fournier (1998) stated that the importance of understanding a brand depends on consumer perceptions of a brand and is one of the keys to long-term business relationships. Strengthening it by building a strong perception of the brand is a top priority for companies today. Positive consequences of developing *Brand Image* include:

1. Increase understanding of knowledge regarding aspects of consumer behavior in *decision making*
2. Increase consumer orientation towards things that are symbolic rather than product function

3. Develop *Brand Awareness* of a product

4. Increasing sustainable competitive advantage amidst the widespread imitation of technological innovation by competitors

Brand Image includes the perception of a brand that has been embedded in the minds of consumers. If a brand is known and exists in the minds of consumers, it means there is brand association and product differentiation which is characterized by a high perception of quality so that it succeeds in providing customer satisfaction, customer loyalty and ultimately produces high brand equity . With good Brand Image management, marketing problems can be overcome because Brand Image focuses more on the psychological aspects of consumers which are difficult for competitors to imitate. Brand Image is built from several sources including brand and product category experience, product attributes, price information, positioning in promotional communications, user imagination, and conditions of use.

Consumers assume that the image of a company will influence *the Brand Image* of the products it produces. *Brand Image* is built by paying attention to indicators such as product quality, price, promotions and lifestyle.

Brand Equity

Building a big, well-known and strong brand, and maintaining that position, requires the right strategy. This involves steps such as maintaining and increasing consumer awareness, market share, and consumer loyalty. *Brand Equity,* defined as the collection of assets and liabilities associated with a brand, is key to achieving this goal.

Brand Equity has a significant impact on the value provided by a product or service to the company and customers. Strategic brand management involves the design and implementation of marketing programs to build, measure, and manage Brand Equity. High Brand Equity provides great benefits for companies and consumers, including increasing consumer preferences, forming loyalty and competitive advantage.

Brand value, or Brand Equity, reflects the total strength of a brand in the market. Competitive advantage is gained through products with well-known and respected brand names. According to Keller, Brand Equity comes from brand awareness and brand image. Consumer knowledge of a brand is key in creating Brand Equity, with strong brand awareness and associations creating a positive impact.

Aaker adds other dimensions to Brand Equity, including brand awareness, perceived quality, brand associations, brand loyalty, and other brand assets. Brand awareness, perceived quality, and brand associations are the main sources of Brand Equity, while brand loyalty and other brand assets also play an important role. All of these are interrelated and contribute to the brand's success in the market.

Brand Attitude

Brand Attitude according to Assael (2001) is a learned tendency by consumers to evaluate brands in a consistently supportive (*positive*) or unsupportive (*negative) way.* Consumer evaluations of this particular brand range from very bad to very good. Attitudes towards a brand are based on a schema about the brand which has been embedded in the minds of consumers. As mentioned above, there are 3 components of attitude, namely: Cognitive, Affective and Conative, so these three components of attitude are also found in consumer attitudes towards products, namely Assael (2001):

a. *Brand believe* is a cognitive component (thinking).

b. *Brand evaluation* is an affective component that represents all evaluations of a brand by consumers. Trust in a brand is multi-dimensional because they represent the brand attributes perceived by consumers.

c. The tendency to act is the conative component (action) and in general this component by looking at the "intent to buy" of a consumer is important in developing marketing strategies.

These three components influence each other, where *brand belief* influences brand evaluation. Evaluation of the brand influences the intention to purchase.

Purchase Interest

Purchase intention is a consumer's plan to buy a particular product and determines the number of units needed in a certain period. This reflects consumers' mental statements that reflect their plans to purchase products with a particular brand. Marketers and economists use variables of interest to predict future consumer behavior (Yoebrilianti, 2014).

Consumer purchasing behavior is often influenced by external stimuli from marketing or the surrounding environment. These stimuli are processed within consumers according to their personal characteristics before making a purchasing decision. Consumer motivation is one of the complex personal characteristics that processes these stimuli.

Purchasing decisions are influenced by product value evaluations, where the urge to buy increases if the perceived benefits outweigh the sacrifices required. Purchase intention reflects a respondent's tendency to act before an actual purchase decision is made, and is distinct from actual purchase and repurchase intention (Septifani et al., 2014).

Desire to purchase is a consumer's tendency to buy a product, and measuring this desire is important in developing marketing strategies (Mahardhika, 2015). Purchasing decisions are also influenced by the attitudes and stances of other people as well as unanticipated situational factors. The influence of other people on consumers' buying intentions is determined by the intensity of other people's negative attitudes towards the

consumer's preferred alternative and the consumer's motivation to follow other people. The purpose of making a purchase is a consumer's motivational level to purchase a product with a certain brand, so at that time the consumer indirectly has loyal and satisfied behavior towards that brand.

Conceptual framework

Based on this research model, it can be explained that the *Brand Awareness variable, Brand Image* and *Brand Equity* do not directly influence Purchase Intention but through intervening variables, namely Brand Attitude and the Brand Attitude variable which then has an impact on Purchase Intention. Based on the description and explanation in the literature review, this research model can be described as follows:
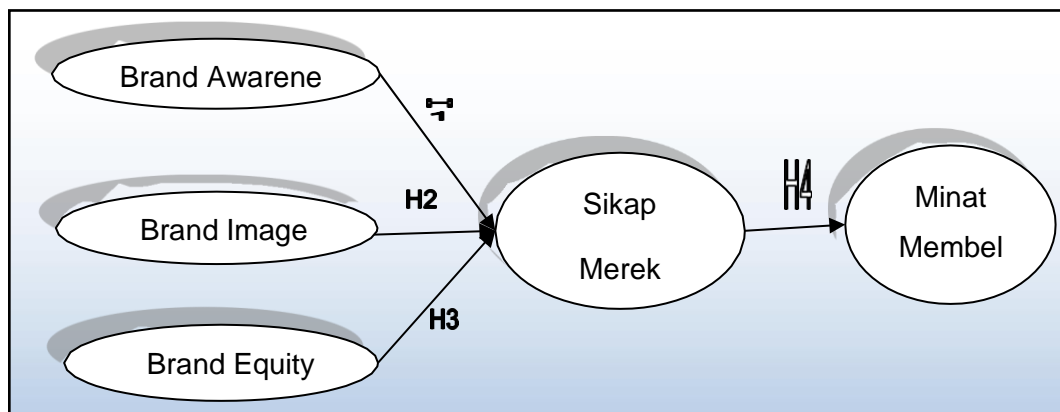

Figure 1 Research Conceptual Framework

Source: Developed for this research

Hypothesis

Based on the background of the problem, problem formulation, research objectives and research conceptual framework that have been described previously, the hypothesis can be formulated as follows:

1. It is suspected that *Brand Awareness* has a significant positive influence on Brand Attitude
2. It is suspected that *Brand Image* has a significant positive influence on Brand Attitude
3. It is suspected that *Brand Equity* has a significant positive influence on Brand Attitude
4. It is suspected that Brand Attitude has a significant positive impact on Purchase Intention.

RESEARCH METHODOLOGY

This research was conducted in Ambon City with a research duration of 2 (two) months. The population in this study includes motorbike owners and potential consumers who are interested in buying them in Ambon City. The sampling method used was purposive sampling, with a sample size of 300 people. Considerations in sampling involved respondents who already own one of the three motorbike brands in Ambon City and who are interested in buying.

In this research, the sampling method uses the *Purposive Sampling method* , namely sampling based on certain considerations and must be *representative* of the population to be studied. The sample size taken was 300 people.

The types of data used include quantitative and qualitative data. Quantitative data is obtained from research objects which are measured using numbers, while qualitative data is measured directly. Data sources can be primary (obtained directly from respondents through questionnaires and interviews) and secondary (obtained from documents related to the research object).

The data collection method consists of a list of questions (questionnaire) given to motorbike owners and potential consumers, with Likert scale variable measurements. Apart from that, data collection was also carried out through library research, including literature books, journals, the internet, magazines and previous research.

The variables in this research consist of independent variables (Brand Awareness, Brand Image, Brand Equity, Brand Attitude) and dependent variables (Buying Interest). Independent variables are factors that influence the dependent variable, while dependent variables are variables that are influenced by the independent variable.

RESEARCH RESULTS AND DISCUSSION

First Test Results

From testing the complete regression results together in the first test, it was found that the relationship between *brand awareness, brand image* and *brand equity* had a positive and significant effect on Brand Attitude.

The results of testing hypothesis one show that *brand awareness* has a significant positive influence on Brand Attitude, this is indicated by the standard value of β 0.133, the t value *is* 2.330 while the t *table value* is 1.96, so t *count* **>** t *table* (2.330 > 1.96) with a significance value of 0.021 (p **< 0.05**). *The results of this test show that hypothesis one is accepted* .

The results of testing the second hypothesis show that *brand image* has a significant positive influence on Brand Attitude. This is shown by the standard value of β 0.156, the

calculated t value is 2.694 while the t *table value* is 1.96 so that t *calculated* **>** t *table* (2.694 **>** 1.96) with a significance value of 0.007 (p **<** 0.05). *The results of this test show that hypothesis two is accepted.*

The results of testing the third hypothesis show that brand equity has a positive influence on Brand Attitude. This is shown by the standard value of β 0.240, the *calculated t value* is 3.711 while the t *table value* is 1.96 so that t *calculated* **>** t *table* (3.711 > 1.96) with a significance value of 0.000 (p **<** 0.05). *The results of this test show that hypothesis three is accepted* .

Second Test Results

The second stage of testing was carried out to test the fourth hypothesis, namely the influence of brand attitude and its impact on purchase intention. The results of testing the second hypothesis show that Brand Attitude has a significant positive impact on buying interest, this is indicated by the standard value of β 0.392, the t value is *6.641* while the t *table value* is 1.96 so that t *count* **>** t *table* (6.641 > 1.96) with a significance value of 0.000 (p< 0.05). *The results of this test show that hypothesis four is accepted.*

From the results of hypothesis testing on each variable as a whole proposed in this research, the results can be seen that of the three variables, the brand equity variable turns out to have the most dominant influence on Brand Attitude compared to brand awareness and brand image, and the attitude variable towards the brand has an impact which is significantly positive on buying interest.

Testing differences in brand awareness of each brand

This test was carried out to differentiate the significance of brand awareness of each motorbike brand which has a significant positive effect on Brand Attitude. The results of regression testing carried out for each motorbike brand on the brand awareness variable can be seen in the following table:

Table 1

Differences in Brand Awareness of each brand

Coefficients

Brand Awareness	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Honda	0.301	0.083	0.331	**3,635**	**0,000**
Yamaha brand	0.236	0.098	0.226	2,401	0.018
Suzuki Brand	0.236	0.098	0.226	2,401	0.018

Source: 2023 Research Data (Data processed)

Based on the table above, it shows that there is a significant positive difference in brand awareness of each brand towards Brand Attitude, as shown in the table above, it shows that Honda's brand awareness has a standard value of β 0.301, a calculated t value of *3.635* , a t *table value* of 1.96, so t *calculated >* t *table* (3,635 > 1.96) with a significance value of 0.000 (p < 0.05). The Yamaha brand has a standard value of β 0.236, a *calculated t value of* 2.401, a t *table value* of 1.96, so that t *calculated >* t *table* (2.401 > 1.96) with a significance value of 0.018 (p < 0.05). and the Suzuki brand with a standard value of β 0.236, a *calculated t value of* 2.401, t *table value* is 1.96, so t count > t table (2,401 > 1.96) with a significance value of 0.018 (p < 0.05). From the results of the brand awareness significance test of the three brands, it shows that *Honda's brand awareness is better with a significant value of 0.000 (p < 0.05).*

Testing the Differences in *Brand Image* of Each Brand

This test was carried out to differentiate *the brand image* of each motorbike brand which has a significant positive effect on attitudes towards the brand. The results of regression testing carried out for each motorbike brand on the brand image variable can be seen in the following table:

Table 2 Differences in *Brand Image* of each brand

Coefficients

Brand Image	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Honda	0.255	0.085	0.263	3,014	0.003
Yamaha brand	0.288	0.127	0.215	2,269	0.026
Suzuki Brand	0.288	0.127	0.215	2,269	0.026

Source: 2023 Research Data (Data processed)

Based on the table above, it shows that there is a significant positive difference between the brand image of each brand and Brand Attitude, as shown in the table above, it shows that Honda's brand image has a standard value of β 0.255, the t value *is* 3.014, the t *table value* is 1.96, so the t *value >* t *table* (3,014 > 1.96) with a significance value of 0.003 (p < 0.05). The Yamaha brand has a standard value of β 0.288, a *calculated t value of* 2.269,

a t *table value of* 1.96, so that t *calculated* **>** t *table* (2.269, **>** 1.96) with a significance value of 0.026 (p **<** 0.05). The Suzuki brand has a standard value of β 0.288, a *calculated t value of* 2.269, a t *table value of* 1.96, so that t *calculated* **>** t *table* (2.269, **>** 1.96) with a significance value of 0.026 (p **<** 0.05). From the results of testing the significance of the brand image of the three brands, it shows that *Honda's brand image is better with a significant value of 0.003 (p<0.05)* .

Testing the Differences in Brand Equity of each brand

This test was carried out to differentiate the brand equity of each motorbike brand which has a significant positive effect on Brand Attitude. The results of regression testing carried out for each motorbike brand on the brand equity variable can be seen in the following table:

Table 3

Differences in Brand Equity of each brand

Coefficients

Brand Equity	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Honda	0.216	0.097	0.202	2,232	0.028
Yamaha brand	0.200	0.098	0.193	2,269	0.026
Suzuki Brand	0.200	0.098	0.193	2,041	0.044

Source: 2023 Research Data (Data processed)

Based on the table above, it shows that there is a significant positive difference in the brand equity of each brand towards Brand Attitude. as shown in the table above shows that Honda's brand equity has a standard value of β 0.216, a *calculated t value of* 2.232, a t *table value of* 1.96, so that t *calculated* **>** t *table* (2.232 > 1.96) with a significance value of 0.028 (p **<** 0.05). The Yamaha brand has a standard value of β 0.200, a *calculated* t value of 2.269, a t *table value of* 1.96, so that t *calculated* **>** t *table* (2.269 **>** 1.96) with a significance value of 0.026 (p **<** 0.05). The Suzuki brand has a standard value of β 0.200, a *calculated* t value of 2.041, a t *table value* of 1.96 so that t calculated > t table (2.041 > 1.96) with a significance value of 0.044 (p **<** 0.05). From the results of testing the brand equity of the three motorbike brands, it shows that Yamaha's ***brand*** *equity is better with a significant value of 0.026 (p < 0.05).*

Testing Differences in Brand Attitudes of Each Brand

This test was carried out to differentiate the Brand Attitude of each motorbike brand and its impact on purchasing interest. The results of regression testing carried out for each motorbike brand on the attitude variable towards the brand can be seen in the following table:

Table 4

Differences in Brand Attitude of each brand

Coefficients

Attitude towards the brand	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Honda	0.423	0.098	0.400	4,324	0,000
Yamaha brand	0.366	0.126	0.282	2,908	0.004
Suzuki Brand	0.366	0.126	0.282	2,908	0.004

Source: Research Data 2023 (Data processed)

The table above shows that there is a positive and significant difference in brand awareness of each brand towards Brand Attitude, as in the table above shows that Brand Attitude for Honda has a standard value of β 0.423, a *calculated t value of 4.324, a t table* value of 1.96, so t *count >* t *table* (4.324 > 1.96) with a significance value of 0.000 (p < 0.05). The Yamaha brand has a standard value of β 0.366, a *calculated t value of* 2.908, a t *table value of* 1.96 so that t *calculated >* t *table* (2.908 > 1.96) with a significance value of 0.004 (p < 0.05). The Suzuki brand has a standard value of β 0.366, a *calculated t value of* 2.908, a t *table value* of 1.96 so that t calculated > t table (2.908 > 1.96) with a significance value of 0.004 (p < 0.05). From the results of Attitude testing. The brands of the three motorbike brands show that the Honda **brand attitude** *is better with a significant value of 0.000 (p > 0.05).*

Based on testing the differences in variables for each brand of motorbike that have been proposed above, the results can be developed in the following figure.
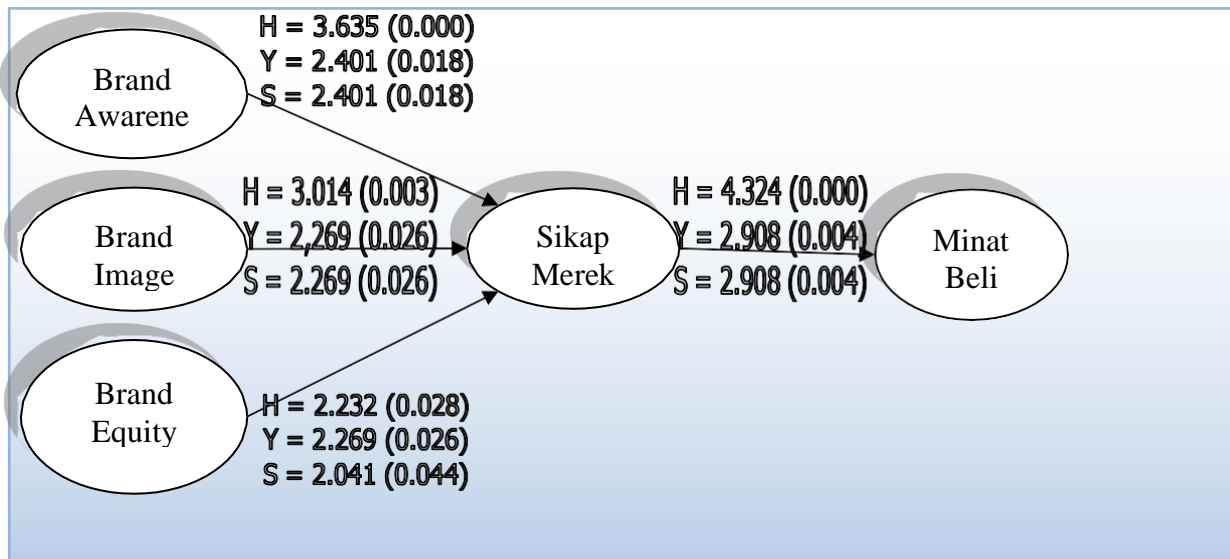
Figure 2

Results of Testing the Differences between Each Brand

Note: H = Honda. Y = Yamaha. S = Suzuki

Discussion of Research Results

In general, this research shows quite satisfactory results. The results of the descriptive analysis show that the condition of the respondents' assessment of the research variables is generally good. This can be shown from the number of positive and significant approval responses from respondents regarding the conditions of each research variable.

The Influence of Brand Awareness on Brand Attitude

Testing hypothesis one shows that the awareness variable has a significant positive effect on motorcycle brand attitudes with a *calculated t value* > t *table* (2.330 > 1.96) with a significant value of 0.021 (p < 0.05). These results show that creating brand awareness among consumers is a process ranging from feeling unfamiliar with the brand to believing that the brand is the only one in a particular class of product or service. In this case, if a brand has been able to occupy a permanent place in the minds of consumers, it will be difficult for that brand to be displaced by other brands, so that even though every day consumers are filled with different marketing messages, consumers will always remember the brand that they have. has been known before.

Thus, if brand awareness is high, a brand has the possibility of being chosen by consumers when considering buying a product. Apart from that, high brand awareness will also influence the formation and strength of associations with the brand.

The Influence of Brand Image on Brand Attitude

Testing hypothesis two shows that the brand image variable has a significant positive effect on Brand Attitude towards motorbike brands with a *calculated t value* > t *table* (2.694 > 1.96), with a significant value of 0.007 (p < 0.05). These results show that it creates a brand image Positive means carrying out marketing programs that will connect the brand with strong, positive and unique associations in the minds of consumers. Brand image can also be created through experience using the brand directly, word of mouth, through assumptions formed by consumers, both about the brand itself, as well as from the logo, company that owns the brand, country of origin, distribution channels. that has a strong, positive and unique relationship with the brand associations that have been formed in the minds of consumers.

Keller (2003) states that brand image is the perception of a brand as reflected by the brand itself in memory when a consumer sees the brand. Brand image is built from several sources including brand and product category experience, product attributes, price information, positioning in promotional communications, user imagination, and conditions of use.

The Influence of Brand Equity on Brand Attitude

Testing hypothesis three shows that the brand equity variable has a significant positive effect on Brand Attitude towards motorbike brands with a *calculated t value* > t *table* (2.909 > 1.96), with a significant value of 0.000 (p < 0.05). These results show that building a brand so that it becomes a big, well-known and strong brand and maintaining that position is not an easy job to do, but requires the formulation of the right strategy, starting from strategies for maintaining and increasing consumer awareness and market share, to maintaining and increase consumer loyalty.

Brand equity reflects the position of a product in the minds of consumers. A brand is said to have equity if the brand is able to influence consumers' attitudes and behavior in maintaining the brand in their minds, and ultimately will influence buying interest both now and in the future.

The Influence of Brand Attitude and its Impact on Purchase Intention

Testing the fourth hypothesis shows that the Brand Attitude variable has a significant positive impact on interest in buying a motorbike brand with a *calculated t value* > t *table* (6.641 > 1.96) with a significance value of 0.000 (p < 0.05). These results show that consumers learn tendencies to evaluate brand in a way that supports (positive) or does not support (negative) consistently. Consumer evaluations of this particular brand range from very bad to very good. Brand Attitude is based on a schema about the brand that has been embedded in the minds of consumers, thus influencing interest in buying a product.

Brand Attitude begins with a cognitive process that works on stimuli which will then influence consumers' buying interest in the products offered.

Differences in Brand Awareness of each brand

Testing the differences in the significance of the brand awareness variable for each brand of motorbike shows that Honda's brand awareness is better with a significance value of 0.000 ($p < 0.05$), when compared with the significance value of Yamaha and Suzuki. The significance value of Honda's better brand awareness shows the percentage of each -Each question indicator contributes dominant value in forming Honda brand awareness. This was influenced by promotions with the slogan or jingle "After all Honda is always superior " . or "One Heart". These advantages make Honda the superior " *top of mind awareness"* for each brand. This shows that Honda's slogan is unique and can represent the characteristics of the brand being represented, so it is very helpful in building brand awareness.

Differences in Brand Image of each brand

Testing the differences in the significance of the brand image variable for each motorbike brand shows that Honda's brand image is better with a significance value of 0.003 ($p < 0.05$), when compared with the significance value of Yamaha and Suzuki. The significance value of Honda's better brand image shows the percentage of each question indicator contributing dominant value in creating Honda's brand image. A positive Honda brand image means that the manufacturer has carried out a marketing program that has linked the brand with positive and unique associations in the minds of consumers. Honda's *brand image* is not only created through marketing programs. but it can also be created through direct experience of using the brand, word of mouth, through assumptions formed by consumers, both about the brand itself, and from the logo, distribution channels that have a strong, positive and unique relationship with the brand associations that have been created. formed in the minds of consumers.

In this way, Honda's brand image is very strongly embedded in the minds of consumers compared to other brands and this is Honda's main competitive advantage.

Differences in Brand Equity of each brand

Testing the differences in the significance of the brand equity variable for each motorbike brand shows that Yamaha's brand equity is better with a significance value of 0.026 ($p < 0.05$), when compared with the significance value of Honda and Suzuki. A better Yamaha brand equity significance value shows the percentage of each question indicator contributing dominant value in building Yamaha brand equity. Yamaha *brand equity* is considered the best by respondents because consumers are often presented with the slogan "Yamaha is getting ahead". This shows that Yamaha's slogan is unique and can represent the characteristics of the brand being represented, so it is very helpful in building Yamaha brand equity. Good *brand equity can increase consumer preference for the Yamaha*

brand, form customer loyalty and can become a competitive advantage for the company. Brand equity can also influence customers' confidence in making purchasing decisions, both because of past experience in using and the proximity of the brand and its characteristics.

Differences in attitudes of each brand

Testing the differences in the significance of the attitude variable towards each brand of motorbike shows that the attitude towards the Honda brand is better with a significance value of 0.000 (p < 0.05), when compared with the significance value for Yamaha and Suzuki. The significance value of Honda's attitude is better, showing the percentage of each question indicator contributing dominant value because Honda has been ingrained in the minds of consumers and consumer trust in Honda is beyond doubt . Respondents' attitudes towards Honda show that respondents have evaluated Honda starting from very bad to good.

CONCLUSION

From the research model developed and discussed in the previous chapter, the process for increasing buying interest through Brand Attitude can be explained with Brand Attitude as an intervening variable. There are three variables that shape or influence Brand Attitude, namely: Brand awareness, brand image and brand equity. Meanwhile, the Brand Attitude variable (intervening) is a variable that has an impact on interest in buying a motorbike brand.

Based on the results of this research and discussion, several things can be concluded as follows: (a) Honda's Brand Awareness, Brand Image and Brand Attitude have better significance values when compared to Yamaha and Suzuki. More significantly, Brand Awareness, Brand Image and Brand Attitude at Honda are supported by the indicators proposed in the questionnaire. The descriptive results show that each indicator provides a high percentage of Brand Awareness, Brand Image and Brand Attitude towards Honda. (b) Yamaha's Brand Equity has a better significance value when compared to Honda and Suzuki. The more significant Brand Equity from Yamaha towards Brand Attitude is supported by the indicators proposed in the questionnaire. The descriptive results show that each indicator provides a high percentage level of Brand Equity at Yamaha.

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