
THE INFLUENCE OF BRAND IMAGE, BRAND TRUST AND MARKETING STRATEGY ON MOTORCYCLE PURCHASE DECISIONS

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Abstract:

This study aims to determine the influence in the independent variables of this study in the form of brand image variables, brand trust variables and marketing strategy variables on the dependent variables of this study in the form of variable of purchasing decisions on Honda Beat motorcycles. The method in this study is descriptive-quantitative with a population of respondents or more specifically consumers of Honda Beat motorcycles. The sample of respondents to the study was 100 with purposive sampling techniques. In using the purposive sampling technique, it is expected that the sample is in accordance with the requirements or criteria needed in this study. The data used was in the form of primary data by distributing questionnaires with model tests in the form of multiple linear regressions processed using SPSS 25. The results were found after analysis using processed data with the following conclusions that brand image, brand trust and marketing strategy have a positive and significant effect on purchasing decisions. Previously tested against question items that were declared valid and reliable.

Keywords: Brand Image, Brand Trust, Marketing Strategy, Purchasing Decision

INTRODUCTION

Purchasing decisions are actions taken in overcoming problems that occur and must be faced or are steps taken in achieving goals as quickly as possible at the most efficient cost possible (Arianty, 2016). The purchase decision is something that should not be ignored because this matter will be a consideration in order to determine the next marketing strategy that the company wants to try. Purchasing decision is a decision-making process by consumers where they have ascertained the options of various alternative options available. The purchase decision becomes something meaningful to observe because this matter will definitely be tried by the company next. The company's success in influencing consumers in purchasing decisions is strongly supported through efforts to build communication to consumers by introducing brands to consumers with marketing strategies. Buyers want to buy a product if they feel appropriate, because the product must be adjusted to the wishes and needs of buyers so that product marketing is successful. Purchasing decisions can occur when a person can choose the product he wants to buy after doing various research on other competitors. According to Kotler (2022), various knowledge both related to learning, choosing, using, and disposing of products is a purchase decision. Purchasing decisions are one way to solve a problem both in terms of individual work in shopping for products or services so that their needs and needs can be fulfilled including needs and interests, finding data, and evaluating other matters. (Martini, 2022)

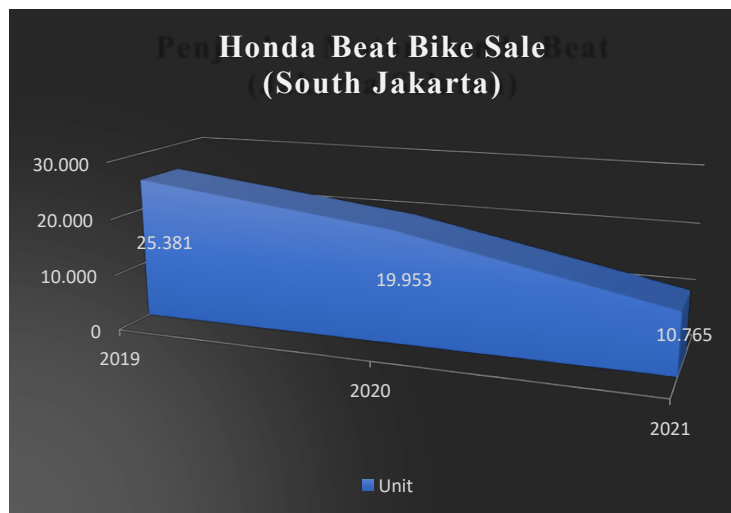


Figure 1. Honda Beat Motorcycle Sales Data Graph for 2019-2021

Based on figure 1, it can be seen that Honda Beat Motorcycle sales experienced a decline in sales in 2020 – 2021. Many factors influence purchasing decisions including brand image, brand trustworthiness and marketing strategy. By giving consumers confidence in a good and positive impression of the Honda brand, and having a marketing strategy that can attract consumers in improving a purchase decision process.

According to Kotler (2022), brand image is a seller's promise to consistently provide certain benefits and services to buyers, not merely a characteristic that distinguishes certain companies' products from their competitors. The brand image of the product is very meaningful, because it is related to confidence in the brand and behavior towards the form of preferences. A good brand image will attract consumer attention in making purchases of a product. A great brand image will produce a positive impression in the minds of consumers on a product. Companies must have a good brand image in the eyes of consumers because by having a good brand image in the eyes of consumers it can trigger the formation of purchasing decisions and brand image can also help the industry in reaching the target market, so that industry goals are achieved.

Research conducted by (Hakim & Saragih, 2019) shows that brand image has a positive and significant effect on the purchase decision of Npk Mutiara at UD Barelang Tani Jaya Batam. Research conducted by (Fatmaningrum et al., 2020) shows that brand image has a positive and significant effect on frestea beverage purchasing decisions.

Brand trust is one of the factors in purchasing decisions with customers who feel comfortable and confident in a product by not easily leaving or replacing the product with another brand's product. Therefore, a brand must be able to meet the trust of customers if the brand can really be trusted.

Research conducted by (Fadillah & Tifani, 2018) states that brand trust has a positive and significant effect on iPhone purchase decisions in the city of Bogor. Research conducted by (Nasyaikin & Sampleiling, 2021) states that brand trust has a positive and significant effect on adidas sports shoe purchasing decisions in Samarinda.

Marketing strategy is a technique that will be used by a company in achieving predetermined goals, it contains core decisions about the target market, product placement in the market, marketing mix and the value of marketing costs needed (Sunyoto, 2021) Marketing strategy is a guideline or under making a marketing plan for a product and marketing tactics. Marketing strategies are also used as guidelines for carrying out sales and product distribution.

The Influence of Brand Image, Brand Trust and Marketing Strategy on Motorcycle Purchase Decisions

Research conducted by (Prabowo et al., 2021) states that marketing strategies have a positive and significant effect on purchasing decisions at PT Sarana Bandar Logistik. Research conducted by (Harahap, 2018) states that marketing strategies have a positive and significant effect on motor vehicle purchase decisions at PT Sinarmas Garut branch.

Based on the background of the problems that have been described through brand image, brand trust, and marketing strategy, researchers want to know the extent of the influence of these three factors on purchasing decisions.

Based on the background, the purpose of this study is to analyze the Influence of Brand Image on Purchasing Decisions on Honda Motorcycles in South Jakarta To analyze the Influence of Brand Trust on Purchasing Decisions on Honda Motorcycles in Jakarta Selata. To analyze the Influence of Marketing Strategy on Purchasing Decisions on Honda Motorcycles in South Jakarta.

RESEARCH METHODS

The object of research is the object to be researched, analyzed and studied. In this research, the object of research is the Purchase Decision of Honda Beat Motorcycles in South Jakarta which is influenced by Brand Image, Brand Trust, and Marketing Strategy.

In this study, the population is Honda Beat motorcycle users in South Jakarta. The data collection method in this study uses survey techniques by distributing questionnaires to respondents. According to Suprpto (2022), a questionnaire is a record that contains several statements or problems, where respondents can respond directly to these statements / problems on existing sheets. Each question item is accompanied by five answers that show the respondent's attitude, in this study the questionnaire technique was used in obtaining information about user attitudes towards Brand Image, Brand Trust and Marketing Strategy. The tool used in this study is the interval scale, then the variables to be measured can be described on variable indicators that are scored based on the attitude scale (likert scale).

RESULTS AND DISCUSSION

Table 1 Normality Test Output

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.10997752
Most Extreme Differences	Absolute	.060
	Positive	.036
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS 25 output. Processed 2023.

Based on the results from Table 1 above shows that the value of Asymp Sig. (2- tailed) is 0.200. Which means that the regression model in this study has a normal sample distribution based on its significance value of $0.200 > 0.05$. So it can be said that the distribution of Purchasing Decision

results derived from Brand Image, Brand Trust, and Marketing Strategy is normally distributed at a significance level of >0.05.

Table 2 Multicollinearity Test Output

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.622	1.215		.512	.610		
Brand Image	.157	.074	.193	2.136	.035	.436	2.295
Brand Trust	.368	.082	.353	4.472	.000	.571	1.750
Marketing Strategy	.386	.090	.383	4.298	.000	.447	2.239

a. Dependent Variable: Purchase Results

Source: SPSS output 25. Processed 2023

Based on table 2, it can be seen that the *tolerance* and *variance inflation factor* (VIF) values of each independent variable have the following values :

- a. The VIF value for the Brand Image (X1) variable is 2.295 < 10 and the *tolerance* value is 0.436 > 0.1.
- b. The VIF value for the Brand Trust (X2) variable is 1.750 < 10 and the *tolerance* value is 0.571 > 0.1.
- c. The VIF value for the Marketing Strategy (X3) variable is 2.239 < 10 and the *tolerance* value is 0.447 > 0.1.

Thus it can be said that the regression equation model does not occur multicollinearity and can be used in this study.

Table 3 Heteroscedasticity Test Output

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.059	.738		-.080	.936
Brand Image	.068	.045	.226	1.516	.133
Brand Trust	-.089	.050	-.233	-1.789	.077
Marketing Strategy	.055	.055	.149	1.011	.315

a. Dependent Variable: Abs_Res

Source: SPSS output 25. Processed 2023

Based on table 3 above, namely testing heteroscedastistas using the Glacier Test, the results were obtained from brand image with a signification value of 0.133 > 0.05, brand trust with a signification value of 0.077 > 0.05, and in marketing strategy had a signification value of 0.315 > 0.05. It can be said that the regression model for this study did not occur heterokedastistas because all independent variables had a significance value of > 0.05.

Table 4. Autocorrelation Test Output

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.812a	.659	.649	1.12719	2.104
a. Predictors: (Constant), Marketing Strategy, Brand Trust, Brand Image					
b. Dependent Variable: Purchase Results					

Source: SPSS output 25. Processed 2023

Based on table 4 it can be explained that the *Durbin-Watson* value is 2.104. Where the value of K or the number of independent variables is 3 and the value of N or the number of respondent data = 100. So that the value of $dL = 1.6131$ and the value of $dU = 1.7364$ then the value of $4-dU = 2.2636$. If included in the criteria so that the results of $dU < DW < 4-dU$ ($1.7364 < 2.104 < 2.2636$) which means that it can be said that the regression model obtained does not occur autocorrelation.

Table 5 Multiple Linear Regression Analysis Output

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.622	1.215		.512	.610
	Brand Image	.157	.074	.193	2.136	.035
	Kepercayaan Merek	.368	.082	.353	4.472	.000
	Strategi Pemasaran	.386	.090	.383	4.298	.000
a. Dependent Variable: Keputusan Pembelian						

Sumber : Output SPSS 25. Diolah 2023

Based on table 5, it is known that the multiple linear regression equation known in the *Standardized Coefficient* column is as follows :

$$Y = 0,193X_1 + 0,353X_2 + 0,383X_3$$

Information :

Y = Purchase Results

X1 = Brand Image

X2 = Brand Trust

X3 = Marketing Strategy

The interpretation of the results of the equation is as follows :

1. The brand image regression coefficient (β_1X_1) is 0.193 for the purchase decision variable. This shows that the better the company's brand image, the purchase decision will increase.
2. The brand trust regression coefficient (β_1X_2) is 0.353 for the purchase decision variable. This shows that the greater the brand trust given, the more purchasing decisions will be made.
3. The marketing strategy regression coefficient (β_3X_3) is 0.383 to the purchase decision variable. This shows that the better the marketing strategy of a company, the more purchasing decisions will increase.

Based on these three variables, the marketing strategy variable that has the largest contribution, which means that the marketing strategy in this study can be improved.

Table 6 F Test Output

ANOVA ^a						
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	235.987	3	78.662	61.912	.000b
	Residual	121.973	96	1.271		
	Total	357.960	99			
a. Dependent Variable: Purchase Results						
b. Predictors: (Constant), Marketing Strategy, Brand Trust, Brand Image						

Source : SPSS 25 output. Processed 2023

Based on the data output of Table 6 above, it can be said that the Fcalculate value is 61.912 with a sig value of 0.000. From the output results with the SPSS tool version 25.00, a sig value (0.000) < alpha 5% (0.05) was obtained. That is, that the model is said to be significant because it is below the predetermined alpha value limit of 0.000 < 0.05.

Thus, it can be said that the model used is considered significant and feasible so that research can continue, and all independent variables have a significant effect on changes in the value of the dependent variable.

Table 7 Test Output Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812a	.659	.649	1.12719
a. Predictors: (Constant), Marketing Strategy, Brand Trust, Brand Image				

Sumber : Output SPSS 25. Diolah 2023

Based on table 7, it can be seen that the Coefficient of Determination (R²) is 0.659. This shows the relationship between the variables (independent) of brand image, brand trust and marketing strategy with the variable (dependent) purchase decision of 65.9%. From this value it can be concluded that the relationship between the independent variable and the dependent variable is strong.

Tabel 8 Output Uji t

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.622	1.215		.512	.610
	Brand Image	.157	.074	.193	2.136	.035
	Brand Trust	.368	.082	.353	4.472	.000
	Marketing Strategy	.386	.090	.383	4.298	.000
a. Dependent Variable: Purchase Results						

Sumber : Output SPSS 25. Diolah 2023.

Based on the calculation results in table 8, it is explained as follows :

a. Brand Image Hypothesis Testing (X1) against Purchase Decision (Y)

Based on the test results in the table above, it shows that the calculated value of the brand image variable (X1) is 2.136 with a significant value of 0.035, the table value ($\alpha = 0.05$) must be found is 1.98397, because the calculated value ($2.136 > 1.98472$) with a significant level ($0.035 < 0.05$). This means that the brand image variable (X1) has a positive and significant influence on the purchase decision (Y) of Honda Beat Motorcycles in South Jakarta.

b. Brand Trust Hypothesis Testing (X2) against Purchase Decision (Y)

Based on the test results in the table above, it shows that the calculated value in the brand trust variable (X2) is 4.472 with a significant value of 0.000, the table value ($\alpha = 0.05$) must be found is 1.98397, because the calculated value ($4.472 > 1.98472$) with a significant level ($0.000 < 0.05$). This means that the brand trust variable (X2) has a positive and significant effect on the purchase decision (Y) of Honda Beat Motorcycles in South Jakarta.

c. Marketing Strategy Hypothesis Testing (X3) against Purchase Decision (Y)

Based on the test results in the table above, it shows that the calculated value in the marketing strategy variable (X3) is 4.298 with a significant value of 0.000, the table value ($\alpha = 0.05$) must be found is 1.98397, because the calculated value ($4.298 > 1.98472$) with a significant level ($0.000 < 0.05$). This means that the marketing strategy variable (X3) has a positive and significant effect on the purchase decision (Y) of Honda Beat Motorcycles in South Jakarta.

The influence of brand image (X1) on purchasing decisions (Y)

The results of testing the influence of brand image on purchasing decisions show that brand image measured by indicators stated by (Kotler & Keller, 2022) brand identity, brand personality, brand association, brand attitude and behavior and brand benefit and competence have a positive and significant effect on purchasing decisions with the indicator stated by (Kotler, 2022) stability in a product, habits in buying products, giving recommendations to others and making repeat purchases. These results are in line with the hypothesis developed in this study.

Brand image has a positive influence on purchasing decisions which means that the better the brand image of Honda Beat, the more purchasing decisions will increase. Meanwhile, if the Honda Beat brand image is bad for consumers, then the purchase decision will decrease.

This can be seen from table 4.4 the total average mean of the largest brand image is 4.56 with the Brand Personality indicator on the brand image with the characteristic of Honda itself, namely the tagline "One Heart" where consumers have recognized the characteristics of Honda, so the company must still maintain the existing brand image and improve the brand image of the Honda brand personality.

The results of this research are in line with previous research by (Kuengo et al., 2022) stating that there is a positive and significant influence of brand image on the purchase decision of Honda Brio cars in the city of Gorontalo. The research means that a good brand image can have a significant influence on purchasing decisions because different brands will be more easily communicated efficiently and effectively to consumers.

The Effect of Brand Trust (X2) on Purchasing Decisions (Y)

The results of testing the influence of brand trust on purchasing decisions show that brand confidence measured by the indicators stated by (Hartaroe et al., 2021) trust, reliable, honest and safe have a positive and significant effect on purchasing decisions with the indicators stated by (Kotler, 2022) stability in a product, habits in buying products, Make recommendations to others and make repeat purchases. These results are in line with the hypothesis developed in this study.

Brand trust has a positive effect on purchasing decisions which means that the better the brand trust provided by Honda Beat, the more purchasing decisions will increase. Meanwhile, if the brand trust given by Honda Beat is bad for consumers, then the purchase decision will decrease.

This can be seen from the table 4.5 the total average largest brand trust mean of 4.36 with an indicator of trust in brand trust with Honda Beat motorcycles providing trust to consumers through good product quality where consumers already feel trust in Honda Beat motorcycles, so Honda Beat motorcycles must maintain existing trust and increase brand trust from consumer trust by improving product quality which is even better.

The results of this research are in line with previous research by (A. E. Wibowo & Gunawan, 2022) stating that there is a positive and significant influence of brand trust on the purchase decision of a simple restaurant Harbour Bay Batam. The research means that a company needs to maintain the good name of the brand so that it can provide brand trust to consumers.

Influence of Marketing Strategy (X3) On Purchase Decisions (Y)

The results of testing the influence of marketing strategies on purchasing decisions show that marketing strategies measured by several indicators stated by (F. I. Wibowo, 2022) determining product strategies, pricing, sales location strategies, and promotions that are carried out have a positive and significant effect on purchasing decisions with the indicators stated by (Kotler, 2022) stability in a product, habits in buying products, Make recommendations to others and make repeat purchases. These results are in line with the hypothesis developed in this study.

Marketing strategy has a positive effect on purchasing decisions which means that the better the marketing strategy carried out by Honda Beat, the more purchasing decisions will increase. Meanwhile, if the marketing strategy carried out by Honda beat is bad in attracting consumer attention, then the purchase decision will decrease.

This can be seen from table 4.6 the total average mean of the largest marketing strategy is 4.44 with promotional indicators carried out on the marketing strategy of Honda Beat motorcycles promoting through advertising media, so that Honda Beat motorcycles must maintain existing promotional strategies and improve better strategies by promoting their products through industry exhibitions in order to attract consumer attention so that purchasing decisions can increase.

The results of this research are in line with previous research by (Prabowo et al., 2021) stating that there is a positive and significant influence of marketing strategies on purchasing decisions at PT Sarana Bandar Logistik. The research means that by doing a good marketing strategy becomes one of the consumer factors to be able to improve purchasing decisions.

CONCLUSION

Based on the results of research analysis, data and discussions regarding research, it can be concluded that brand image variables have a positive and significant effect on the purchase decision

of Honda Beat motorcycles. Brand image is proven to have a significant influence on purchasing decisions so it can be said that H1 is acceptable. Brand trust variables have a positive and significant effect on the purchase decision of Honda Beat motorcycles. Brand trust is proven to have a significant influence on purchasing decisions so it can be said that H2 is acceptable. Marketing strategy variables have a positive and significant effect on the purchase decision of Honda Beat motorcycles. Marketing strategy is proven to have a significant influence on purchasing decisions so it can be said that H3 is acceptable.

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