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**THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND BRAND TRUST ON THE DECISION TO PURCHASE A YAMAHA MIO MOTORCYCLE AT THE SOURCE MULTIERA MOTOR DEALER PASAR MINGGU SOUTH JAKARTA**

**Sylvi Sakinah<sup>1</sup>, Resti Hardini<sup>2</sup>, Kumba Digdowiseiso<sup>3\*</sup>**

<sup>1,2,3</sup>Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas Nasional Jakarta

Email: [sylvisakinah@gmail.com](mailto:sylvisakinah@gmail.com)<sup>1</sup>, [resti.hardini@civitas.unas.ac.id](mailto:resti.hardini@civitas.unas.ac.id)<sup>2</sup>,

[kumba.digdo@civitas.unas.ac.id](mailto:kumba.digdo@civitas.unas.ac.id)<sup>3\*</sup>

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**Abstract:**

The aim of the research is to determine and analyze the influence of product quality, brand image and brand trust on purchasing decisions for Yamaha Mio motorbikes. The data source for this research uses primary data in the form of a questionnaire given to 100 Yamaha Mio Motorbike respondents at the Sumber Multiera Dealer, Pasar Minggu, South Jakarta. The sampling technique in this research used the purposive sampling method. The data analysis technique used was inferential analysis with multiple linear regression and used t-statistics which had been processed in SPSS version 23.0. The results of this research can be seen from the hypothesis test where product quality has a positive influence on purchasing decisions, this is proven by the tcount value of 2.790 with a significant value of 0.006, brand image has a positive influence on purchasing decisions, this is proven by the tcount value of 2.035 with a value significant 0.045, brand trust has a positive influence on purchasing decisions, this is proven by the t value of 2.652 with a significant value of 0.009.

**Keywords:** Product Quality, Brand Image, Brand Trust, Purchase Decisions.

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**INTRODUCTION**

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In the Era of Globalization, competition in the automotive industry, especially motorbikes, is getting tougher (Kaligis et al., 2014); (Makanoneng et al., 2022); (Lutfi, 2015); (Soebianto, 2014). Yamaha and Honda compete to win the market in Indonesia. Yamaha, through its product Yamaha Mio, once dominated the market share with the advantage of a slim and sporty body. However, since 2018, sales of the Yamaha Mio have decreased, giving the Honda Beat an opportunity to occupy the top position.

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The decline in Yamaha Mio sales can be caused by various factors, including the launch of new variants such as the Yamaha Nmax in 2019. Factors such as Product Quality, Brand Image and Brand Trust play an important role in consumer purchasing decisions (Anggraeni & Soliha, 2020). Even though the Yamaha Mio still holds the highest market share, it has seen a decline from 2018 to 2020.

Marketing efforts are made to retain consumers by displaying the latest products, providing easy installments, and growing customer trust. The quality of the Yamaha Mio product is recognized, but the decline in sales shows an expansion of consumer considerations, especially regarding brand image and brand trust.

Perception of Product Quality, Brand Image and Brand Trust are the main considerations in purchasing decisions (Nasution et al., 2020); (Reven & Ferdinand, 2017). Understanding these variables can help companies overcome declining sales and maintain their position in the competitive automotive market (Saleh & Miah Said, 2019).

Marketing or Marketing, in English, is an activity that includes selling, purchasing, transporting, storing and various other aspects related to the market (DELIA, 2023). Marketing markets goods and services with the aim of meeting consumer needs and desires. Sita, (2011) defines marketing as the control and process of satisfying needs and desires by creating, delivering, or providing valuable products to others.

Marketing Management, as defined by Shinta (2011), involves planning, implementing, organizing, directing, coordinating and controlling marketing activities so that organizational goals can be achieved effectively and efficiently.

Product quality is a key factor in marketing. Quality can be defined as the features and characteristics of a product or service that meet consumers' explicit and implicit needs (Megawati, 2017). Products are divided into several levels, such as core benefits, basic products, expected products, complementary products, and potential products (Firmansyah, 2023).

Brand image is the perception and association of consumers towards a brand (Wijayanto & Iriani, 2013). A good brand image can influence purchasing decisions. Factors that influence brand image include brand prominence, strength of brand associations, and uniqueness of brand associations (Ihwan, 2021); (Cahyaningrum, 2014).

Brand trust is consumer confidence in the reliability and trustworthiness of a brand (Cahyaningrum, 2014). Factors that influence brand trust involve brand characteristics, company characteristics, and buyer characteristics of the brand.

The purchase decision is a complex process involving problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Factors such as cultural, social, personal, and psychological influence purchasing decisions (Hanum & Hidayat, 2017).

In the context of the relationship between brand trust and purchasing decisions, good brand trust can be a key factor that influences consumers to choose and buy a product or service. A positive brand image can also strengthen brand trust and influence consumer purchasing decisions.

This research has the following objectives: First, the research aims to determine and analyze the influence of product quality on purchasing decisions for Yamaha Mio motorbikes. Furthermore, the research also aims to understand and analyze the impact of brand image on purchasing decisions for Yamaha Mio motorbikes. Lastly, the aim of this research includes efforts to determine and analyze the influence of Brand Trust on purchasing decisions for Yamaha Mio motorbikes. Through achieving these objectives, the research is expected to provide a deeper understanding of the factors that influence consumer purchasing decisions regarding Yamaha Mio motorbikes.

With a deeper understanding of the influence of product quality, brand image and brand trust, it is hoped that companies can optimize their marketing strategies. This increase in purchasing decisions is crucial in maintaining and increasing the market share for Yamaha Mio motorbikes.

## **RESEARCH METHODS**

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The object of this research is Purchase Decisions which are influenced by Product Quality, Brand Image and Brand Trust of Yamaha Mio Motorcycle products at the Sumber Multiera Motor Dealer, Pasar Minggu, South Jakarta.

The data source in this research was obtained from respondents, namely buyers and users of Yamaha Mio motorbike products. Data was obtained by randomly distributing questionnaires to buyers of Yamaha Mio motorbike products.

The type of data used in this research is Primary Data. Data obtained from respondents' responses to statement items submitted in the questionnaire, or in other words data obtained directly from the research location where the author collected data through a questionnaire, meaning that the author prepared statements in sentence form with answer options available in the form provided. is Primary Data. According to Sugiyono (2012:235) defines "Primary data is data obtained directly from respondents' answers through distributing questionnaires using a Likert scale".

The population in this research is "consumers who buy and use Yamaha Mio motorbikes at the Sumber Multiera Motor Dealer, Pasar Minggu, South Jakarta".

The sampling technique used purposive sampling with the criteria of Yamaha Mio customers who made purchases at the Sumber Multiera Motorcycle Dealer, Pasar Minggu, South Jakarta and had used the motorbike for at least 1 year. The number of samples taken was 100 respondents.

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Data was collected using a questionnaire method with written questions. Questions are arranged in sentence form with answer options using a Likert scale.

In this research, researchers used a questionnaire data collection method, namely written questions given to respondents in certain statements. A list of prepared statements in a closed question format consisting of several questions relating to Product Quality, Brand Image and Brand Trust and their influence on the decision to purchase a Yamaha Mio Motorbike at the Sumber Multiera Motor Dealer, Pasar Minggu, South Jakarta and respondents were unable to provide other alternative answers. . Answers will be quantified using a Likert scale.

In this research, the author collected data by means of field research, namely by conducting research at the Yamaha Sumber Multiera Motor Dealer, Pasar Minggu, South Jakarta with the aim of obtaining primary data and carried out by collecting data through a questionnaire, namely asking several related questions. with the problem being researched, then the results are tested using predetermined criteria.

The author in this research used data analysis methods, namely descriptive data analysis and inferential analysis.

## RESULTS AND DISCUSSION

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### A. Research result

#### 1. Results Analysis Descriptive

The research results were obtained through distributing questionnaires to customers who purchased Yamaha Mio motorbike products as many as 100 respondents. The variables analyzed in this research are Product Quality ( $X_1$ ), Brand Image ( $X_2$ ), Brand Trust ( $X_3$ ) and Purchase Decisions (Y), so to simplify the calculations the author uses the SPSS 23 program.

The basic category is the average value (mean) to describe the respondent's response to each statement items that categorized into five categories, namely strongly disagree, disagree, doubtful, agree, and strongly agree.

Data analysis of the descriptive results of the four variables in the research using statistical calculation methods, with the following results:

##### 1) Analysis Descriptive Quality Product ( $X_1$ )

The results of the research of 100 respondents studied, the total mean Product Quality Score ( $X_1$ ) overall was 4.30. This shows that the indicator of the product quality variable that was asked about respondents obtained answer at least Good, from seventh The highest mean score is a serviceability indicator of 4.58 with the statement that the Yamaha Mio motorbike has an official service location that is easy to find. Whereas score mean smallest there is indicator

reliability amounting to 4.04 with the statement that the Yamaha Mio motorbike has never experienced significant damage.

## **2) Analysis Descriptive Image Brand (X<sub>2</sub>)**

Results from research of 100 respondents studied. The total mean score for Brand Image (X<sub>2</sub>) overall is 3,743. This shows that the brand image variable indicator that was asked to respondents obtained an answer that was at least uncertain, of the three highest mean scores there was an indicator of brand association superiority of 3.88 with the statement that the Yamaha Mio motorbike has a good image because it has advantages compared to bicycles. another motorbike. Meanwhile the score mean smallest there is indicator strength association big brand 3.64 with the statement that the Yamaha Mio motorbike has a good image because it is able to represent the personality or character of the user.

## **3) Analysis Descriptive Trust Brand**

The descriptive results of the average value of each indicator in the independent variable in this research are brand image (X<sub>2</sub>) using SPSS 23 and a sample of 100 respondents.

Results from research of 100 respondents studied. Score total mean Trust Brand (X<sub>3</sub>) in a way whole amounting to 4,525. This shows that the brand trust variable indicators that were asked of respondents received answers that were at least good, from the second score mean highest exists indicator brands reliability as big as 4.53 with the statement I believe in the Yamaha Mio brand because of its ability to provide many benefits according to that he promised. Meanwhile, the smallest mean score is a brand intention indicator of 4.52 with the statement I am sure that the Yamaha Mio brand is able to prioritize quality, safety and minimize product deficiencies.

## **4) Analysis descriptive Decision Purchase (Y)**

Results from research of 100 respondents researched. The total mean score for Purchasing Decisions (Y) is 4.28. This shows that the Purchasing decision variable indicator asked to respondents received at least a good answer, of the four highest mean scores there was an indicator for giving recommendations to other people of 4.31 with the statement I would recommend the Yamaha Mio motorbike to other people. Whereas The smallest mean score is an indicator of repurchase of 4.25 with the statement I will repurchase a Yamaha Mio motorbike.

## 2. Results Analysis Study

### a. Test Research Instrument

#### 1) Validity test

The validity test aims to test whether the questionnaire statement items submitted as instruments in the research are suitable for use. This research used one hundred ( $n=100$ ) respondents as a test sample. This calculation uses the SPSS version 23 program with comparing criteria. If the calculated  $r$  value is more than  $r$  table then the instrument is valid and vice versa.

#### a) Variable Quality Product ( $X_1$ )

The results of the validity test calculation consist of seven product quality variable statements ( $X_1$ ) using the SPSS 23 program and a sample of 100 respondents. All questionnaire statements Which submitted stated Valid, It means mark corrcted Items Total The correlation is greater than the  $r$  table in the sample ( $N=100$ ) of 0.195, which means it can be used for the next stage of research.

#### b) Variable Image Brand ( $X_2$ )

Results calculation test validity consists from three statement variable image brand ( $X_2$ ) with a sample of 100 respondents using SPSS 23. All questionnaire statements The submitted item is declared valid, meaning the *corrected Item Total Correlation value* which is greater than the  $r_{table}$  for the sample ( $N=100$ ) of 0.195, which means it can be used for the next stage of research.

#### c) Variable Trust Brand ( $X_3$ )

The results of the validity test calculation consist of two statements of the brand trust variable ( $X_3$ ) with a sample of 100 respondents. All questionnaire statements The submitted item is declared valid, meaning the *corrected Item Total Correlation value* which is greater than the  $r_{table}$  for the sample ( $N=100$ ) of 0.195, which means it can be used for the next stage of research.

#### d) Variable Decision Purchase

The results of the validity test calculation consist of four statements of the purchasing decision variable ( $Y$ ) with a sample of 100 respondents and using the SPSS 23 program. All questionnaire statements are submitted stated Valid, It means mark corrcted Items Total The correlation is greater than the  $r$  table in the sample ( $N=100$ ) of 0.195, which means it can be used for the next stage of research.

#### 2) Reliability Test

*Cronbach's Alpha* test assisted by the SPSS version 23 program. This test aims to determine the consistency of the measuring instrument, whether the measuring instrument can be relied upon for further research. The reliability test calculation is said to be good if *the Cronbach's Alpha value* is more than 0.6, then the results are reliable. The entire questionnaire statement from each variable of product quality (X1), Brand Image (X2), Brand Trust (X3) and Purchase Decision (Y) can be declared reliable because the *Cronbach's Alpha value* exceeds 0.6 and is accepted.

## **b. Test Classical Assumptions**

### **1) Normality test**

Population distribution is usually used to test normality or use the One Sample Kolmogorov-Smirnov Test, whether it follows a theoretical distribution (normal, Poisson, or uniform). If the data is normally distributed the significant value is more than  $\alpha = 0.05$  and if it is less than  $\alpha = 0.05$  then it is not normal.

Asymp value. Sig. (2-tailed) is 0.134, meaning that the regression model in dependent and independent variable research has a normal sample distribution based on the significance value  $> \alpha = 0.05$ , then results decision purchase originate of quality product, image brand, and brand trust is normally distributed.

The data is spread around the diagonal line and the distribution follows the direction of the straight diagonal line, meaning that the regression model used in this research meets the normality assumption.

### **2) Multicollinearity Test**

The multicollinearity test is used to determine whether or not there are deviations from the classical assumption of multicollinearity and also whether there is a relationship between the values of the *variance inflation factor* (VIF). If the VIF value  $< 10$  Tolerance  $> 0.1$  then multicollinearity does not occur and vice versa.

Variance Inflation Factor (VIF) of the variable quality product ( $X_1$ ) as big as  $1,352 < 10$  And mark tolerance as big as 0.740. The VIF of the brand image variable ( $X_2$ ) is  $1.136 < 10$  and the tolerance value is 0.880. VIF from variable trust brand ( $X_3$ ) as big as  $1,236 < 10$  And tolerance is 0.809. It can be understood that the regression equation model does not have multicollinearity and can be used in this research.

### **3) Heteroscedasticity Test**

In this test, good regression should not occur Heteroscedasticity, regression Which Good is Which homoscedasticity. Test This Also used to find out whether a regression model has unequal variances from one observation to another.

The results of each independent variable, namely Quality Product (X1), Image Brand (X2), And Trust Brand (X3) greater than  $\alpha=0.05$  means that there is no heteroscedasticity problem and the research can continue.

#### 4) Autocorrelation Test

Autocorrelation used For see There is whether there is autocorrelation in In the *linear* regression model, there is a correlation between *confounding error* in the current period and *confounding error* in the previous period. If there is autocorrelation then the equation is not good for use in production. Autocorrelation calculation using the Durbin-Watson (DW) test.

The Durbin-Watson value is 1.609, where the k value (number of independent variables) is 3 and the N value (number of respondent data) is 100, so that the DL value = 1.6131 and DU = 1.7364 so that the 4-DL value = 2, 3869 and 4-DU value = 2.2636. If it is entered into the criteria so that the result is  $DU < DW < 4-DU$  ( $1.7364 < 1.609 < 2.2636$ ) it means that  $H_0$  is accepted and the regression model obtained does not have autocorrelation.

#### c. Analysis Regression Multiple Linear

A form of analysis that discusses the extent of the influence of the independent variable (X) and the dependent variable (Y), including the independent variable consisting of product quality is  $X_1$ , Brand Image is  $X_2$ , Brand Trust is . Equality regression linear It is known that the Standardized Coefficients column is as follows:

$$Y = 0.279 X_1 + 0.186 X_2 + 0.253 X_3$$

Information :

Y = Decision Purchases  $X_1$  =

Product Quality

$X_2$  = Image Brand

$X_3$  = Trust Brand

Interpretation from equality regression linear double above, can explained that :

- The Product Quality regression coefficient ( $X_1$ ) is 0.279, indicating that there is influence positive between quality product with decision purchase, meaning that the higher the quality of the product, the greater the purchasing decision.
- Image regression coefficient Brand ( $X_2$ ) as big as 0.186 shows that There is a positive influence between brand image and purchasing decisions, meaning that the higher the brand image, the more purchasing decisions will increase .
- The Brand Trust regression coefficient ( $X_3$ ) of 0.253 shows that there is a positive influence between brand trust and purchasing decisions, meaning that the higher



the brand trust, the more purchasing decisions will increase.

**d. Test Appropriateness Model**

**1) Test F**

The significance test that influences the independent variables is Product Quality, Brand Image and Brand Trust on the dependent variable is the Purchase Decision using the ANOVA test (F Test). The test results use a significance level of 0.05 with the decision making criteria as follows :

If  $F_{count} > sig$  so  $H_0$  rejected.

If  $F_{count} < sig$  so  $H_0$  accepted.

The results of the F test show that the calculated F value is 13.151 with a sig value of 0.000. Based on the calculation results, it can be seen that the Sig = (0.000) value is smaller than alpha or the error limit level obtained, namely 5% ( $\alpha=0.05$ ), the model is said to be significant because it is below the specified alpha value limit of  $0.000 < 0.05$  and  $F_{count} > F_{table}$  ( $13.151 > 2.698$ ) so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that all independent variables simultaneously have a significant effect on the dependent variable.

**2) Test Coefficient Determination ( $R^2$ )**

The coefficient of determination ( $R^2$ ) is a measure used to determine the suitability and accuracy of the analytical model to be created and to determine how much the independent variable developed by the researcher is able to explain the dependent variable.

Mark R who generated is as big as 0.540 means there is a fairly strong relationship. The *adjusted R Square* value is 0.269 or 26.9%, which means the contribution of all independent variables, namely Product Quality, Brand Image and Brand Trust, to the dependent variable, namely Purchase Decision, is 26.9% and 73.1% influences other variables.

**e. Test Hypothesis (Test t)**

The regression test is used to determine whether partially each independent variable (product quality, brand image and brand trust) has a positive and significant effect on the dependent variable ( purchasing decision). The test uses a significance level of 0.05 with the following criteria :

- 1) If  $t_{count}$  and  $sig < \alpha = 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning product quality, brand image and brand trust have a positive and significant effect on purchasing decisions
- 2) If  $t_{is\ calculated}$  and  $sig > \alpha = 0.05$  then  $H_0$  is accepted and  $H_a$  is rejected, which means quality product, image brand And trust brand No influential positive

and significant on purchasing decisions.

Hypothesis test results can be obtained explained hypothesis on study is as following :

a) Influence Quality Product to Decision Purchase

Based on table 4.32, it can be explained that product quality is calculated using the t value as big as 2.790 ( $2.790 > 1.985$ ) with a significance of 0.006 ( $0.006 < \alpha=0.05$ ) so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted so that product quality has a positive and significant effect on purchasing decisions.

b) Influence Image Brand to Decision Purchase

calculated t value of 2.035 ( $2.035 > 1.985$ ) with a significance of 0.045 ( $0.045 < \alpha=0.05$ ), it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted which means image Brand has a positive and significant effect on purchasing decisions.

c) Influence Brand Trust to Buying decision

calculated t value of 2.652 ( $2.652 > 1.985$ ) with a significance of 0.009 ( $0.009 < \alpha=0.05$ ), so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that brand trust has a positive and significant effect on decisions. purchase.

## B. Discussion

The results of the questionnaire distributed to 100 respondents who used and purchased Yamaha Mio motorbikes were valid and reliable, the results of the validity and reliability tests showed that all item statements in the questionnaire used. Based on the research results after processing, it can be said as follows:

### 1. Influence Quality Product to Decision Purchase

Based on the results of research conducted using the SPSS 23 program in answering the hypothesis in this research, product quality which consists of the indicators "Performance, Features, Reliability, Conformity to Specifications, Durability, Serviceability and Aesthetics" has a positive and significant effect on Purchasing Decisions. This is explained by the t test, where the t value is calculated amounting to 2.790 with a significant value of 0.006, after the t count you have to look for a t table ( $\alpha=0.05$ ) of 1.985 because the calculated t value is ( $2.790 > 1.985$ ) with a significant level ( $0.006 < 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, meaning there is an influence between the product quality variable ( $X_1$ ) and the purchasing decision variable (Y). This can also be shown from the analysis of product quality descriptions, the largest mean result is the serviceability indicator with the statement bicycle motorcycle Yamaha Mio own place service official ones easy to find with a score of

4.58. If the product quality variable increases, the purchasing decision variable will also increase.

Product quality is very closely related to purchasing decisions and contributes very highly to serviceability. There are many official Yamaha repair shop networks in various regions in Indonesia totaling 102 official workshops, one of which is Sumber Mulitera Motor on Jl. Raya Rawa Bambu Pasar Minggu, South Jakarta. This makes product quality play a role in purchasing decisions. Source: (Rohmah, 2021) <https://www.goala.app/id/blog/gaya-live/otomotif/bengkel-resmi-yamaha/>

Kotler and Keller ( 2012: 121) define "product quality is a product's ability to carry out its function, which consists of durability, reliability, accuracy, convenience operation, repair and attributes other value ."

If you want the resulting company to be able to compete in the market and meet consumer needs, then the important thing that must be worked on is product quality. These results are in line with previous researchers by Sigit Sugiharto and Edy Jumady (2019) who concluded "that product quality has a positive and significant effect on purchasing decisions".

## **2. The Influence of Brand Image on Purchasing Decisions**

Based on the results of research conducted using the SPSS 23 program in answering the hypothesis in this research, brand image which consists of the indicators " brand association superiority, brand association strength and brand association uniqueness" has a positive and significant effect on purchasing decisions. This is explained by the t test, where the t value is calculated of 2.035 with a significant value of 0.045, after t is calculated you have to look for a t table ( $\alpha=0.05$ ) of 1.985 because the calculated t value is ( $2.035 > 1.985$ ) with a significant level of ( $0.045 < 0.05$ ) meaning that  $H_0$  is rejected,  $H_a$  is accepted, meaning there is an influence between the brand image variable ( $X_2$ ) and the purchasing decision variable (Y). This can also be seen from the analysis of brand image descriptions, the largest mean result is on indicator superiority association brand with bike statement Yamaha Mio motorbikes have a good image because they have advantages compared to bicycles motorbike another score of 3.88. If the brand image variable increases, the purchasing decision variable will also increase.

Customers will assess and pay attention to the products marketed by the company. When the company markets its products to the market, it will form a very good brand image for the product brand and instill good value in the eyes of consumers. Therefore, the brand image must maintain the superiority of strong brand associations and promising selling points. Image Brands are also very important in the purchasing decision process faced by consumers in the market.

Embrace it (2009) defines "image brand is association brand that is related to the brand perception that is embedded in the customer's memory". When marketing a company's products it will form a good image of the brand product Which generated And embed mark Which Good in the eyes of consumers. Then consumers will pay attention and evaluate *the products* marketed by the company. Therefore, the brand image must continue to be conveyed by the company through information and communication media because without an image A strong brand makes it very difficult for a company to get both existing and new consumers. These results are in line with previous research by Maulana Rahman and Nawa Suharyani (2020) concluding "that brand image has a significant influence on purchasing decisions."

### 3. The Influence of Brand Trust on Purchasing Decisions

Based on the results of research conducted using the SPSS 23 program in answering the hypothesis in this research, brand trust, which consists of indicators of brand reliability and brand intent, has a positive and significant effect on purchasing decisions. This is explained by the t test, where the *calculated t value* is 2.652 with a significant value of 0.009, after the *calculated t* you have to look for a *t table* ( $\alpha=0.05$ ) of 1.985 because the *calculated t value* is ( $2.652 > 1.985$ ) with a significant level of ( $0.009 < 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is an influence between the brand trust variable (X3) and the purchasing decision variable (Y). This can also be seen from the analysis of the description of brand trust. The largest mean result is the brand reliability indicator with the statement I believe in the Yamaha Mio brand because of its ability to provide many benefits as promised. score of 4.53. If the brand trust variable increases, the purchasing decision variable will also increase.

Trust in the Yamaha brand as consumers' willingness to face the effects associated with the Yamaha brand. This is because consumers hope that the Yamaha company they buy or use will provide many promising benefits for consumers. Trust in the brand is also a sense of security that consumers have in using Yamaha Mio motorbikes which is based on the perception that the Yamaha brand is reliable and meets consumer needs and desires.

Delgado (2003) defines "brand trust as a feeling of security that consumers have as a result of their interaction with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers". Brand trust is a perception from consumers' views that is based on experience and is reliable, responsible and trustworthy. These results are in line with previous

research by Eko Putra (2016) concluding "that brand trust has a positive and significant effect on purchasing decisions".

## CONCLUSION

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Based on the results of research and explanations from the previous chapter, as well as discussions accompanied by theories and concepts regarding this research entitled "The Influence of Product Quality, Brand Image and Brand Trust on the Decision to Purchase a Yamaha Mio Motorcycle at the Sumber Multiera Motor Pasar Minggu South Jakarta Dealer", several results were obtained. Conclusions include: (1) Product quality has a positive and significant influence on the decision to purchase a Yamaha Mio motorbike at the multiera motorbike source dealer Pasar Minggu, South Jakarta. The better the product quality variables carried out by the company on the Yamaha Mio Motorbike product, the more consumer purchasing decisions there will be for the Yamaha Mio Motorbike at the Sumber Multiera Motor dealer, Pasar Minggu, South Jakarta and vice versa. (2) Brand image has a positive and significant influence on the decision to purchase a Yamaha Mio motorbike at the Sumber Multiera Motor dealer, Pasar Minggu, South Jakarta. The better the brand image that the company strives for, the more decisions there will be to purchase Yamaha Mio motorbikes at the Sumber Multiera motorbike dealer at Pasar Minggu, South Jakarta and vice versa. (3) Brand trust has a positive and significant influence on the decision to purchase a Yamaha Mio motorbike at the Sumber Multiera Motor dealer, Pasar Minggu, South Jakarta. The greater the consumer's trust in a brand or company, the greater the decision to purchase a Yamaha Mio motorbike at the Sumber Multiera motorbike dealer, Pasar Minggu, South Jakarta and vice versa.

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