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THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY AND PRICE ON HONDA SCOOPY PURCHASE DECISIONS AT THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

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Abstract

The abstract serves as a concise summary of your research paper, highlighting the essential components that provide readers with an overview of your work. It should effectively capture the key issues addressed, the primary objectives of the study, the methods utilized, and the significant results achieved. This summary must be written in a single cohesive paragraph, limited to a maximum of 200 words. Ensure to follow the formatting specifications: use Times New Roman font, size 11, with single spacing, and present it in italics. The goal is to engage the reader while succinctly conveying the importance and impact of your findings. This study aims to analyze the effect of Brand Image, Product Quality, and Price on the Purchasing Decision of Honda Scoopy motorcycles among students of the Faculty of Economics and Business, Universitas Malikussaleh. The results indicate that Brand Image has a positive and significant effect on Purchasing Decision, with a significance value of 0.001 < 0.05 and a t-value of 3.447. Product Quality has a negative and significant effect on Purchasing Decision, with a significance value of 0.000 < 0.05 and a t-value of -3.611. Price has a positive and significant effect on Purchasing Decision, with a significance value of 0.000<0.05 and a t-value of 14.574. Simultaneously, Brand Image, Product Quality, and Price have a significant effect on Purchasing Decision, with an F-value of 97.990 and a significance value of 0.000. The Adjusted R Square value of 0.718 indicates that 71.8% of the variation in Purchasing Decision can be explained by the three independent variables, while the remaining 28.2% is influenced by other variables that were not examined in this study.

Keywords: Brand Image, Product Quality, Price, Honda Scoopy Purchasing Decision.

INTRODUCTION

The development of the business world and advances in technology have created increasingly intense competition among companies in attracting and retaining consumers. This condition requires companies to understand consumer behavior and offer products that meet consumers' needs and preferences. Consumer behavior encompasses various activities and psychological processes that influence consumers when evaluating and determining choices before, during, and after purchasing or consuming a product or service. Therefore, understanding the factors that influence consumer decisions is important for companies in developing appropriate marketing strategies (Purbohastuti, 2021).

One of the industries experiencing intense competition is the motorcycle industry. Changes in lifestyle and the increasing mobility of society have made motorcycles one of the most widely used means of transportation because they are practical, economical, comfortable, and efficient. The variety of motorcycle brands available in the market provides consumers with numerous alternatives, requiring companies to develop competitive advantages that distinguish their products from those of competitors. In this context, brand image, product quality, and price are among the factors that consumers may consider before making a purchasing decision.

Honda is one of the motorcycle brands with a strong position in the Indonesian market. Its market position is supported by a wide range of products, technological development, and the company's ability to adapt its products to consumer needs. One of Honda's products in the automatic scooter segment is the Honda Scoopy, which is characterized by a retro-modern design and various features that support users' daily needs. The development of the Honda Scoopy across generations demonstrates continuous innovation in design, technology, safety, and supporting features, including LED lighting, Smart Key System, Answer Back System, digital instrument panels, and USB Type-C connectivity. These developments reflect the company's efforts to increase product value and maintain the attractiveness of the Honda Scoopy amid increasingly competitive market conditions. Based on the data presented in the thesis, Honda was the motorcycle brand with the highest sales in Indonesia in 2025, while the Honda Scoopy ranked third among Honda motorcycle products, with sales reaching 820,000 units. This condition indicates that the Honda Scoopy has its own appeal in the market, particularly among consumers who consider design, features, efficiency, and brand image when selecting a motorcycle. Although the price of the Honda Scoopy has increased across generations, the product has continued to demonstrate positive sales development. This phenomenon indicates that consumer purchasing decisions are not determined solely by price but may also be influenced by consumers' perceptions of the brand and product quality.

In the context of students at the Faculty of Economics and Business, Universitas Malikussaleh, motorcycles are an important means of transportation for supporting daily mobility, including attending lectures, participating in organizational activities, and carrying out social activities. The Honda Scoopy is one of the alternatives that students may choose because it offers a combination of functionality, design, features, and brand image. Consumers, particularly students, may consider not only the functional aspects of a motorcycle but also the suitability of its design with their lifestyle, product quality, and price. Therefore, brand image, product quality, and price are important factors to examine in explaining the purchasing decision for the Honda Scoopy.

Brand image refers to the set of associations formed in consumers' minds regarding a particular brand. A strong brand image can increase consumers' confidence when choosing a product over competing alternatives. Ollo et al. (2021) found that brand image had a positive and significant effect on the purchase intention of Honda motorcycle products. Similarly, Fatmaningrum et al. (2020) found that brand image had a positive and significant effect on purchasing decisions. However, different findings were reported by Sukamulja (2019), who found that brand image did not have an effect on purchasing decisions. These differences indicate inconsistencies in previous empirical findings, suggesting that brand image remains a relevant variable for further investigation.

In addition to brand image, product quality is another factor that may influence purchasing decisions. Product quality refers to the ability of a product to provide benefits and fulfill consumer expectations. A product perceived to have good quality can increase consumer confidence and encourage consumers to choose that product. Sitompul et al. (2020) stated that product quality affects purchasing decisions. Similarly, Martini et al. (2021) found that product quality had a positive and significant effect on purchasing decisions. These findings indicate that the better consumers perceive the quality of a product, the greater the possibility that they will choose the product when making a purchasing decision.

Price is another important factor in purchasing decisions because it is directly related to the financial sacrifice consumers must make to obtain a product. Consumers tend to compare the price of a product with its benefits, quality, and overall value before making a purchasing decision. In the case of the Honda Scoopy, the increase in price across generations has been accompanied by improvements in specifications and the addition of various features. This condition is important to examine because an increase in price does not necessarily reduce purchasing decisions when consumers perceive that the price offered is proportional to the quality and benefits they receive.

Based on the phenomena and differences in previous research findings concerning the effects of brand image, product quality, and price on purchasing decisions, this study examines the influence of these three variables on the purchasing decision of Honda Scoopy among students of the Faculty of Economics and Business, Universitas Malikussaleh. The study is expected to provide an understanding of the factors considered by consumers when choosing the Honda Scoopy and contribute to the development of marketing studies, particularly those related to consumer behavior and purchasing decisions in the motorcycle industry.

LITERATURE REVIEW

Marketing Management

Marketing management is an important component of business management because it concerns the process of identifying consumer needs, developing appropriate products, communicating value, and maintaining profitable relationships with target customers. Marketing management involves planning, implementing, coordinating, and controlling marketing activities to achieve organizational objectives effectively and efficiently. Sudaryono (2022) explains that marketing is a managerial process aimed at maximizing returns through the development of relationships with valued customers and the creation of competitive advantages. Similarly, Satriadi et al. (2021) state that marketing management is a form of management required by businesses to introduce products and services to consumers and create value in the marketplace.

The concept of marketing management has developed from a product-oriented approach toward a customer-oriented approach. Pratiwi et al. (2022) emphasize that marketing management begins with identifying consumer needs and wants, followed by marketing strategy formulation, implementation, and evaluation. This perspective indicates that marketing activities should not merely focus on selling products but also on understanding consumer perceptions and delivering superior value. In this context, marketing management provides a theoretical foundation for understanding consumer purchasing decisions because consumers evaluate various attributes before deciding to purchase a product.

Marketing Mix

The marketing mix refers to a set of controllable marketing instruments used by companies to generate the desired response from a target market. Traditionally, the marketing mix consists of four elements, namely product, price, place, and promotion. These elements are strategically combined to create value for consumers and achieve marketing objectives. According to Kotler, Keller, and Chernev (2022), marketing mix decisions involve managing the product offered to consumers, determining an appropriate price, ensuring accessibility through distribution, and communicating product value through promotion.

For service businesses, the marketing mix can be expanded into seven elements, consisting of product, price, place, promotion, people, process, and physical evidence. The integration of these elements allows organizations to create a comprehensive customer experience. However, in the context of consumer purchasing decisions for physical products, product quality, price, and brand-related perceptions are particularly important because consumers frequently use these attributes when evaluating alternatives. Therefore, the present study focuses on brand image, product quality, and price as factors that may influence purchase decisions.

Brand Image

Brand image refers to the perceptions, associations, beliefs, and impressions that consumers hold toward a particular brand. A positive brand image can reduce consumers' uncertainty and increase their confidence in choosing a product. Kotler and Armstrong (2020) explain that brand image reflects what consumers think and feel when they see or hear a brand name. A favorable image can consequently encourage consumers to prefer and purchase the associated product.

Keller's perspective emphasizes that brand image is formed through brand associations stored in consumer memory. These associations can be related to product attributes, benefits, quality, experiences, and symbolic meanings. Aaker (2014) also highlights the importance of brand identity and differentiation in establishing a distinctive position in consumers' minds. Thus, brand image is not limited to a logo or brand name but encompasses the overall perception that distinguishes a brand from competing alternatives.

The formation of brand image is influenced by several factors, including the strength, favorability, and uniqueness of brand associations. Sitorus et al. (2022) identify recognition, reputation, affinity, and domain as important dimensions in building brand image. Recognition allows consumers to identify a brand, reputation reflects consumers' perceptions of the brand's credibility and performance, affinity represents an emotional relationship with the brand, and domain reflects the scope of the brand's market and product differentiation.

A strong brand image may influence purchase decisions because consumers tend to select brands that are familiar, trusted, and positively perceived. When consumers associate a brand with quality, reliability, and benefits, the perceived risk of purchasing the product may decrease. Therefore, a positive brand image is theoretically expected to increase consumers' purchase decisions.

Product Quality

Product quality represents the ability of a product to fulfill consumer needs and expectations through its functional and non-functional characteristics. Product quality may include performance, durability, reliability, conformity to specifications, features, aesthetics, and perceived quality. Indrasari (2019) identifies performance, durability, conformity to specifications, features, reliability, aesthetics, and perceived quality as important indicators for evaluating product quality.

Product quality is an important consideration in consumer decision-making because consumers generally seek products that can provide expected benefits and satisfactory performance. Sepfiani and Harahap (2023) argue that product quality is associated with product attributes that resonate with consumers and contribute to positive associations with a product or brand. Similarly, Fadhilla (2022) explains that product quality involves a product's ability to perform its intended functions, including reliability, durability, accuracy, ease of use, and other relevant characteristics. From a consumer perspective, quality is not necessarily determined solely by objective technical characteristics. Consumers also evaluate quality through their experiences, product appearance, brand reputation, and perceived benefits. Consequently, a product that consistently meets or exceeds consumer expectations is more likely to generate positive evaluations and strengthen consumers' willingness to purchase. This theoretical relationship suggests that higher perceived product quality should increase the likelihood of purchase.

Price

Price is one of the most important elements of the marketing mix because it represents the monetary sacrifice consumers make to obtain a product or service. Unlike other marketing mix elements, price directly generates revenue for the company while simultaneously influencing consumers' perceptions of value. Lionarto et al. (2022) explain that price is an important marketing element that contributes to business revenue and communicates the market position of a product or brand.

Consumer perceptions of price are not limited to whether a product is expensive or inexpensive. Consumers also consider affordability, price fairness, price comparisons with competing products, and the relationship between price and perceived benefits. Tjiptono, as cited in Safitri (2020), identifies affordability, perceived benefits, comparison with similar products, and price-quality conformity as important dimensions of price evaluation. Indrasari (2019) similarly identifies affordability, conformity between price and quality, price competitiveness, conformity between price and benefits, and the influence of price on consumers as relevant indicators.

Price therefore plays a dual role in consumer decision-making. On the one hand, a high price may become a barrier when consumers perceive that the benefits obtained are insufficient. On the other hand, a reasonable price that is consistent with product quality and benefits can create a favorable value perception. Consequently, an appropriate pricing strategy is expected to positively influence purchase decisions.

Purchase Decision

Purchase decision refers to the process through which consumers identify their needs, search for information, evaluate alternatives, select a product or brand, and subsequently evaluate their purchase experience. The decision is therefore not merely the final act of buying but a process involving cognitive and behavioral evaluations. Kotler and Keller (2019) describe five stages of the consumer decision-making process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

During this process, consumers may consider several attributes, including product quality, price, brand image, perceived benefits, and recommendations from other people. Marantika and Sarsono (2020) explain that consumers generally evaluate relevant information before deciding whether to proceed with a purchase. This indicates that purchase decisions are influenced by the interaction of internal consumer evaluations and external product attributes.

In the context of this study, purchase decision represents the dependent variable because it reflects the final behavioral outcome resulting from consumers' evaluation of brand image, product quality, and price. A consumer is more likely to purchase a product when the product is associated with a favorable brand, offers satisfactory quality, and is available at a price considered appropriate relative to its benefits.

Relationship Between Brand Image and Purchase Decision

Brand image can influence purchase decisions by shaping consumers' perceptions and expectations toward a product. A positive brand image provides consumers with information about the expected quality, reliability, and benefits of a product even before direct consumption. Consumers may also prefer familiar and reputable brands because such brands are perceived as less risky.

Empirical findings generally support this relationship. Pratama (2022) found that brand image had a positive effect on the purchase decision of Honda Scoopy motorcycles. Similarly, Fatmaningrum (2020) reported that brand image significantly influenced purchasing decisions for Frestea beverages. Djatajumma (2023) also found that brand image, together with brand trust and marketing strategy, positively influenced purchase decisions. These findings indicate that a favorable brand image can strengthen consumers' confidence and preference toward a product.

Nevertheless, the strength of this relationship may differ across products and consumer groups because brand familiarity and brand associations are context-dependent. Therefore, examining brand image in combination with other product-related factors remains important to determine whether its influence persists when consumers simultaneously consider quality and price.

Relationship Between Product Quality and Purchase Decision

Product quality is closely associated with purchase decision because consumers generally seek products capable of providing expected benefits and satisfactory performance. A product perceived as reliable, durable, functional, and aesthetically appealing is more likely to receive positive evaluations from consumers.

Previous empirical research provides support for this relationship. Pratama (2022) found that product quality had a positive influence on the purchase decision of Honda Scoopy motorcycles. Pambudi (2021) similarly demonstrated that product quality significantly affected consumers' decisions to purchase Yamaha Mio motorcycles. Sitompul (2020) also found a positive effect of product quality on purchasing decisions for motorcycle batteries. These findings suggest that consumers tend to place greater purchasing consideration on products whose quality is perceived to be superior.

However, product quality alone may not always determine purchasing decisions. Consumers may evaluate quality in combination with price and brand reputation. Thus, examining product quality simultaneously with brand image and price can provide a more comprehensive explanation of consumer purchasing behavior.

Relationship Between Price and Purchase Decision

Price is an important determinant of purchase decision because it represents the economic sacrifice required from consumers. Consumers tend to compare the price of a product with its perceived quality and benefits before deciding to purchase. A price perceived as affordable and proportional to the benefits obtained can increase consumers' perceived value.

Previous studies support the influence of price on purchasing decisions. Sitompul (2020) found that price had a positive effect on purchasing decisions for motorcycle batteries. Yusda (2024) also demonstrated that price and product quality significantly influenced purchasing decisions for iPhone products. These findings indicate that price remains an important consideration even when consumers evaluate products based on brand and quality.

However, price sensitivity can vary among consumers and product categories. Consumers may be willing to pay a higher price when a product has a strong brand image or superior quality. Therefore, the effect of price should be examined together with brand image and product quality to understand how consumers evaluate the overall value of a product.

Research Gap and Conceptual Positioning

Previous studies have established that brand image, product quality, and price can influence consumer purchasing behavior. Pratama (2022), Pambudi (2021), and Fatmaningrum (2020) provide evidence regarding the importance of brand image and product quality, while Sitompul (2020) and Yusda (2024) demonstrate the relevance of price and product quality in influencing purchase decisions. Nevertheless, previous studies differ in terms of research objects, locations, consumer characteristics, and combinations of independent variables.

The existing literature also indicates that the influence of individual marketing attributes may vary depending on the product category and competitive environment. Some studies focus on brand image and product quality, whereas others emphasize price or include additional variables such as trust, promotion, and digital marketing. This creates an opportunity to examine brand image, product quality, and price simultaneously within a specific consumer and product context.

Accordingly, the present study seeks to fill this gap by examining the simultaneous and partial effects of brand image, product quality, and price on purchase decisions. The study contributes to the marketing literature by integrating three important consumer evaluation dimensions—brand perception, functional product value, and monetary value—into a single empirical model. Based on the theoretical arguments and empirical evidence discussed above, the following hypotheses are proposed:

H1: Brand image has a positive and significant effect on purchase decisions.

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

H3: Price has a positive and significant effect on purchase decisions.

H4: Brand image, product quality, and price simultaneously have a positive and significant effect on purchase decisions.

METHOD

This study employed a quantitative research approach with an explanatory design to examine the effects of Brand Image, Product Quality, and Price on the Purchase Decision of Honda Scoopy among students of the Faculty of Economics and Business, Universitas Malikussaleh. The research was conducted at the Faculty of Economics and

Business, Universitas Malikussaleh, Bukit Indah Campus. The research object consisted of Brand Image (X1), Product Quality (X2), and Price (X3) as independent variables, while Purchase Decision (Y) was the dependent variable. A quantitative approach was selected because the study used numerical data obtained through questionnaires and analyzed using statistical procedures.

Population and Sample

The population in this study consisted of active students of the Faculty of Economics and Business, Universitas Malikussaleh, who use or have purchased Honda Scoopy motorcycles. The exact number of students who met these specific criteria was not known. Therefore, the study employed non-probability sampling using a convenience sampling technique, in which respondents were selected based on their accessibility and suitability with the research criteria.

The sample size was determined using the guideline proposed by Hair et al. (2019), which recommends a sample size of 5–10 times the number of indicators. This study consisted of 19 indicators and four variables. Accordingly, the minimum sample size was calculated as follows:

Thus, the study involved **115 respondents** who met the predetermined criteria. The distribution of respondents was based on the composition of active students in the Faculty of Economics and Business, Universitas Malikussaleh.

Table 1. Distribution of Active Students and Research Respondents

No.	Study Program	Male	Female	Total	Respondents
1	Management	267	875	1,142	43
2	Accounting	190	719	909	34
3	Development Economics	127	306	433	16
4	Islamic Economics	110	327	437	16
5	Entrepreneurship	49	123	172	6
Total		**743**	**2,350**	**3,093**	**115**

Source: Academic Administration, Faculty of Economics and Business, Universitas Malikussaleh.

Data Type and Sources

The study used quantitative data in the form of numerical responses obtained from the research questionnaire. The data consisted of primary and secondary data. Primary data were collected directly from respondents through questionnaires distributed to students of the Faculty of Economics and Business, Universitas Malikussaleh who had purchased or used Honda Scoopy. Secondary data were obtained from academic records, books, journal articles, and other relevant sources supporting the research.

Data Collection Technique

Data were collected using a questionnaire containing structured statements related to Brand Image, Product Quality, Price, and Purchase Decision. The questionnaire employed a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Table 2. Likert Scale

No.	Response	Score
1	Strongly Disagree	1
2	Disagree	2
3	Neutral	3
4	Agree	4
5	Strongly Agree	5

Source: Sugiyono (2021).

Operationalization of Variables

The study examined three independent variables, namely Brand Image (X1), Product Quality (X2), and Price (X3), and one dependent variable, namely Purchase Decision (Y). The variables were measured using indicators derived from relevant literature.

Table 3. Operational Definition of Variables

Variable	Operational Definition	Indicators	Scale
Brand Image (X1)	Consumers' perceptions and beliefs about a brand reflected through associations stored in their memory.	Brand Identity; Brand Personality; Brand Association; Brand Attitude and Behavior; Brand Benefit and Competence	Likert
Product Quality (X2)	The characteristics of a product that determine its ability to meet consumer needs and expectations.	Performance; Durability; Conformance to Specifications; Features; Reliability; Aesthetics; Perceived Quality	Likert
Price (X3)	The monetary value that consumers must pay to obtain a product and its benefits.	Affordability; Perceived Product Benefits; Price Comparison with Similar Products; Price–Quality Suitability	Likert
Purchase Decision (Y)	The consumer decision-making process that begins with a need and ends with the evaluation of the product after purchase.	Product Selection; Purchase Habit; Purchase Speed	Likert

Sources: Keller and Kotler (2020); Indrasari (2019); Tjiptono and Safitri (2020); Kotler and Keller and Suryani (2022).

Data Analysis Technique

The collected data were analyzed using multiple linear regression with the assistance of statistical software. Before conducting regression analysis, validity, reliability, and classical assumption tests were performed to ensure that the research instrument and regression model met the required statistical criteria.

The validity test was conducted to determine whether each questionnaire item accurately measured the intended construct. An item was considered valid when the calculated correlation coefficient (rcount) was greater than the critical value (rtable). The reliability test was conducted using Cronbach's Alpha. An instrument was considered reliable when the Cronbach's Alpha value exceeded 0.60.

Classical assumption testing consisted of normality, heteroscedasticity, and multicollinearity tests. The normality test was used to determine whether the regression residuals were normally distributed. The residuals were considered normally distributed when the significance value was greater than 0.05. The heteroscedasticity test was conducted to determine whether the variance of residuals differed across observations. A regression model was considered free from heteroscedasticity when the residuals did not form a systematic pattern. The multicollinearity test was assessed using tolerance and Variance Inflation Factor (VIF) values. The model was considered free from multicollinearity when the tolerance value was greater than 0.10 and the VIF value was less than 10.

Multiple linear regression was used to examine the effects of Brand Image, Product Quality, and Price on Purchase Decision. The regression model was formulated as follows: where Y represents Purchase Decision, X1 represents Brand Image, X2 represents Product Quality, X3 represents Price, β_0 represents the constant, β_1–β_3 represent the regression coefficients, and e represents the error term. The coefficient of determination (R^2) was used to determine the extent to which the independent variables explained variations in Purchase Decision. Hypothesis testing consisted of the partial test (t-test) and simultaneous test (F-test). The t-test was used to determine the individual effect of each independent variable on Purchase Decision, while the F-test was used to determine the simultaneous effect of Brand Image, Product Quality, and Price on Purchase Decision. The hypotheses were tested at a significance level of 5% ($\alpha = 0.05$). A significance value below 0.05 indicated a statistically significant effect.

RESULTS AND DISCUSSION

Respondent Characteristics

A total of 115 respondents participated in this study. The respondents were active students of the Faculty of Economics and Business, Universitas Malikussaleh, who purchased and/or used Honda Scoopy motorcycles. The characteristics of respondents are presented in Table 1.

Table 1. Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	35	30.4
	Female	80	69.6
Age	18–21 years	64	55.7
	22–25 years	51	44.3
Study Program	Management	43	37.4
	Accounting	34	29.6
	Development Economics	16	13.9
	Islamic Economics	16	13.9
	Entrepreneurship	6	5.2
Year of Enrollment	2021	11	9.6
	2022	45	39.1
	2023	20	17.4
	2024	31	27.0
	2025	8	7.0
Monthly Allowance	Rp500,000–Rp1,000,000	41	35.7
	Rp1,100,000–Rp2,000,000	55	47.8
	Rp2,100,000–Rp3,000,000	17	14.8
	> Rp3,000,000	2	1.7
Ownership Status	Purchased by self	17	14.8
	Purchased by parents	70	60.9
	Family-owned	28	24.3
Total		**115**	**100.0**

Source: Primary data processed, 2026

Table 1 shows that female respondents dominated the sample (69.6%), while respondents aged 18–21 years represented the largest age group (55.7%). The largest proportion of respondents came from the Management Study Program (37.4%) and the 2022 cohort (39.1%). In terms of financial characteristics, most respondents had a monthly allowance of Rp1,100,000–Rp2,000,000 (47.8%). Furthermore, 60.9% of respondents stated that their Honda Scoopy was purchased by their parents. These characteristics indicate that Honda Scoopy is widely used by young consumers who require practical transportation and whose purchasing decisions may be influenced by financial considerations.

Descriptive Statistics

The descriptive analysis was conducted to determine respondents' perceptions of Brand Image (X1), Product Quality (X2), Price (X3), and Purchase Decision (Y). The results are presented in Table 2.

Table 2. Descriptive Statistics of Research Variables

Variable	Number of Items	Highest Mean	Lowest Mean	Overall Mean	Category
Brand Image (X1)	5	4.43	4.21	4.33	Very High
Product Quality (X2)	7	4.32	3.99	4.19	High
Price (X3)	4	4.42	4.23	4.34	Very High
Purchase Decision (Y)	3	4.32	4.07	4.26	Very High

Source: Primary data processed, 2026

Table 2 indicates that all research variables received relatively high mean scores. Price obtained the highest overall mean of 4.34, followed by Brand Image at 4.33 and Purchase Decision at 4.26. Product Quality obtained a mean of 4.19. These results indicate that respondents generally had positive perceptions of Honda Scoopy, particularly regarding its price and brand image.

Validity and Reliability Tests

The validity and reliability tests were conducted to determine whether the research instrument was appropriate for further analysis.

Table 3. Validity Test Results

Variable	Item	r-count	r-table	Decision
Brand Image (X1)	X1.1	0.710	0.183	Valid
	X1.2	0.681	0.183	Valid
	X1.3	0.615	0.183	Valid
	X1.4	0.699	0.183	Valid
	X1.5	0.699	0.183	Valid
Product Quality (X2)	X2.1	0.674	0.183	Valid
	X2.2	0.734	0.183	Valid
	X2.3	0.705	0.183	Valid
	X2.4	0.710	0.183	Valid
	X2.5	0.690	0.183	Valid
	X2.6	0.684	0.183	Valid
	X2.7	0.624	0.183	Valid
Price (X3)	X3.1	0.709	0.183	Valid
	X3.2	0.687	0.183	Valid
	X3.3	0.701	0.183	Valid
	X3.4	0.729	0.183	Valid
Purchase Decision (Y)	Y.1	0.803	0.183	Valid
	Y.2	0.763	0.183	Valid
	Y.3	0.736	0.183	Valid

Source: Primary data processed, 2026

All r-count values were greater than the r-table value of 0.183. Therefore, all questionnaire items were declared valid.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Criterion	Decision
Brand Image (X1)	0.710	> 0.60	Reliable
Product Quality (X2)	0.820	> 0.60	Reliable
Price (X3)	0.664	> 0.60	Reliable
Purchase Decision (Y)	0.649	> 0.60	Reliable

Source: Primary data processed, 2026

Table 4 demonstrates that all variables have Cronbach's Alpha values above 0.60. Thus, all instruments were considered reliable and had acceptable internal consistency.

Classical Assumption Tests

The classical assumption tests consisted of normality, heteroscedasticity, and multicollinearity tests.

Table 5. Classical Assumption Test Results

Test	Indicator	Result	Decision
Normality	Kolmogorov-Smirnov Sig.	0.065	Normal
Heteroscedasticity	Scatterplot	No specific pattern	No heteroscedasticity
Multicollinearity	Brand Image Tolerance / VIF	0.503 / 1.989	No multicollinearity
	Product Quality Tolerance / VIF	0.543 / 1.843	No multicollinearity
	Price Tolerance / VIF	0.798 / 1.253	No multicollinearity

Source: Primary data processed, 2026

The results show that the regression model met the classical assumptions. The significance value of the Kolmogorov-Smirnov test was 0.065 > 0.05, indicating normally distributed residuals. The scatterplot showed no specific pattern, indicating the absence of heteroscedasticity. In addition, all tolerance values were above 0.10 and VIF values were below 10, indicating no multicollinearity among the independent variables.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	2.075	0.901	–	2.303	0.023
Brand Image (X1)	0.168	0.049	0.242	3.447	0.001
Product Quality (X2)	-0.114	0.032	-0.244	-3.611	0.000
Price (X3)	0.626	0.043	0.811	14.574	0.000

Source: Primary data processed, 2026

Based on Table 6, the multiple linear regression equation is:

$Y = 2.075 + 0.168X_1 - 0.114X_2 + 0.626X_3 + e$

The regression results indicate that Brand Image and Price have positive coefficients, while Product Quality has a negative coefficient. Price has the largest standardized coefficient ($\beta = 0.811$), indicating that it is the strongest predictor of Purchase Decision in this model.

Coefficient of Determination

Table 7. Coefficient of Determination

R	R Square	Adjusted R Square	F Change	Sig.
0.852	0.726	**0.718**	97.990	0.000

Source: Primary data processed, 2026

The Adjusted R Square value of 0.718 indicates that 71.8% of the variation in Purchase Decision can be explained by Brand Image, Product Quality, and Price. The remaining 28.2% is explained by other factors not included in this research model.

Hypothesis Testing

Table 8. Hypothesis Testing Results

Hypothesis	Relationship	t-count	Sig.	Result
H1	Brand Image → Purchase Decision	3.447	0.001	Accepted
H2	Product Quality → Purchase Decision	-3.611	0.000	Rejected
H3	Price → Purchase Decision	14.574	0.000	Accepted
H4	Brand Image, Product Quality, Price → Purchase Decision	97.990	0.000	Accepted

Source: Primary data processed, 2026

Table 8 shows that Brand Image has a positive and significant effect on Purchase Decision because the significance value is $0.001 < 0.05$. Product Quality has a negative and significant effect because its significance value is $0.000 < 0.05$ and its coefficient is negative. Price has a positive and significant effect, with a significance value of $0.000 < 0.05$. Simultaneously, the three independent variables significantly affect Purchase Decision.

Discussion

The Effect of Brand Image on Purchase Decision

The results show that Brand Image has a positive and significant effect on the Purchase Decision of Honda Scoopy. The significance value of 0.001 and t-count of 3.447 indicate that consumers with more positive perceptions of Honda Scoopy's brand image tend to have stronger purchase decisions. This result suggests that Honda Scoopy's distinctive design, recognizable identity, and strong brand reputation contribute to consumers' perceptions of the product. A positive brand image can increase consumer confidence and strengthen the intention to choose a particular product over competing alternatives. This finding is consistent with previous research showing that Brand Image has a positive and significant effect on Purchase Decision.

The Effect of Product Quality on Purchase Decision

Product Quality was found to have a negative and significant effect on Purchase Decision, with a coefficient of −0.114 and a significance value of 0.000. This result differs from the generally expected relationship in which higher product quality increases purchasing decisions. One possible explanation is that Honda Scoopy's quality is already considered a basic expectation by consumers. Therefore, quality may not function as the main differentiating factor when students make purchasing decisions. Instead, they may place greater importance on brand image, price, design, practicality, and affordability. Differences in respondent characteristics and research context may also explain the difference between this finding and previous studies that found a positive effect of Product Quality on Purchase Decision.

The Effect of Price on Purchase Decision

Price has a positive and significant effect on Purchase Decision, with a coefficient of 0.626, t-count of 14.574, and significance value of 0.000. This finding indicates that the more appropriate consumers perceive the price to be in relation to the benefits obtained, the stronger their decision to purchase Honda Scoopy. The dominance of Price is also consistent with the characteristics of the respondents. Most respondents were students, with 47.8% receiving a monthly allowance of Rp1,100,000–Rp2,000,000. Therefore, affordability and perceived value are important considerations. Competitive pricing, affordable installments, discounts, and promotional programs can strengthen consumers' purchasing decisions.

Simultaneous Effect of Brand Image, Product Quality, and Price

The F-test results show that Brand Image, Product Quality, and Price simultaneously have a significant effect on Purchase Decision, with an F-count of 97.990 and significance value of 0.000. The Adjusted R Square of 0.718 further demonstrates that the three variables explain 71.8% of the variation in Purchase Decision. This finding indicates that purchasing decisions are not determined by a single factor but by a combination of consumers' perceptions regarding the brand, product attributes, and price. Therefore, marketing strategies for Honda Scoopy should consider these factors simultaneously.

CONCLUSION

The study concludes that Brand Image and Price have positive and significant effects on Purchase Decision, while Product Quality has a negative and significant effect on the purchase decision of Honda Scoopy among students of the Faculty of Economics and Business, Universitas Malikussaleh. Among the three independent variables, Price has the strongest influence, as indicated by its standardized coefficient of 0.811 and t-value of 14.574. Simultaneously, Brand Image, Product Quality, and Price significantly influence Purchase Decision, with an Adjusted R Square of 0.718. Thus, 71.8% of the variation in Purchase Decision can be explained by the variables included in the model, while 28.2% is explained by other factors outside the model. These findings imply that Honda should maintain a strong brand image, evaluate product attributes according to consumer needs, and maintain competitive pricing strategies to strengthen consumer purchasing decisions.

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