



## Regular article

# The Effect of Service Quality and Advertising Attractiveness on Honda Motorcycle Purchase Decisions with Brand Image as an Intervening Variable at PT Indako Trading Coy Medan Branch

M. Dede Yusuf <sup>a,\*</sup>, Endang Sulistya Rini <sup>b</sup>, Fadli <sup>c</sup>

<sup>a</sup> Faculty of Economics, Study Program Doctoral in Management, Prima Indonesia University, Medan-Indonesia

<sup>b</sup> Faculty of Economics, Study Program Doctoral in Management Prima Indonesia University, Medan-Indonesia

<sup>c</sup> Faculty of Economics, Study Program Doctoral in Management, Prima Indonesia University, Medan-Indonesia

## ARTICLE INFO

### Article history:

Received 09 January 2026

Accepted 19 January 2026

Available online 11 March 2026

### Keywords:

Advertising Appeal  
Brand Image  
Purchasing Decisions  
Service Quality

## ABSTRACT

Developments in the business world today present new opportunities and challenges to maximize profits. These conditions are expected to assist each company in developing products and achieving maximum profits, including in the transportation business. Transportation is a vital part of people's daily lives, making it easier for them to get to their destinations. The purpose of this study is to analyze the influence of service quality and advertising appeal on purchasing decisions through brand image at PT Indako Trading Coy, Medan Branch, using a sample of 100 respondents. The analysis used descriptive analysis and path analysis with the Smart PLS application. The results of the study indicate that service quality directly impacts brand image, service quality significantly impacts purchasing decisions, advertising appeal significantly impacts brand image, and advertising appeal significantly impacts purchasing decisions. Indirectly, service quality significantly impacts purchasing decisions through brand image, and advertising appeal significantly impacts purchasing decisions through brand image.

© 2026 Journal of Business Management. Published by Indonesian Journal Publisher (ID Publishing).

This is an open-access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

\* Corresponding author.

Email address: [mahasiswa.i123@gmail.com](mailto:mahasiswa.i123@gmail.com) (M. D. Yusuf)

## Introduction

The developments in the business world up to the present day offer new opportunities and challenges in generating as much profit as possible. People consider many factors when choosing the products they want, and these factors vary. These differences arise because they are influenced by individual factors as well as environmental factors, which shape people's interests and decisions in selecting their needs. This situation is expected to help each company in developing its products and obtaining maximum profits, including in the transportation business. Transportation is one of the essential supports in daily life that helps people reach their destinations more easily.

Over time, transportation methods have gradually advanced. In the past, people used animals as their means of transportation, while today they rely on modern modes such as motorcycles, cars, trains, airplanes,

ships, and others. Among these, motorcycles are one of the most widely used vehicles. As a popular two-wheeled mode of transport, motorcycles are favored by the public because they make daily activities easier, and the number of motorcycle users continues to increase each year. People choose motorcycles as their primary means of transportation for several reasons: they are cheaper than cars and other four-wheeled vehicles, they consume less fuel, and they are more practical since motorcycles can easily navigate through traffic congestion. As a result, companies are actively marketing their products and must understand and recognize consumer needs. In Indonesia, the demand for motorcycles has grown very rapidly and continues to rise each year, as shown in Table 1.

<https://doi.org/10.47134/jobm.v3i3.181>

3025-7689/© 2026 Journal of Business Management. Published by Indonesian Journal Publisher (ID Publishing). This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Table 1. Domestic Motorcycle Sales in Indonesia 2013-2024

No.	Data Name	Domestic Motorcycle Sales
1	2013	7.743.879
2	2014	7.867.195
3	2015	6.480.155
4	2016	5.931.285
5	2017	5.886.103
6	2018	6.383.108
7	2019	6.487.460
8	2020	3.660.616
9	2021	5.057.516
10	2022	5.221.470
11	2023	6.236.992
12	2024	6.450.031

Source: Databooks, 2025)

According to the Indonesian Motorcycle Industry Association (AISI), motorcycle sales in Indonesia reached 6,450,031 units in 2024, an increase of 3.1% year-on-year (yoy). In 2023, domestic motorcycle sales were recorded at 6,236,992 units. This data shows that the demand for motorcycles in Indonesia continues to rise each year, creating opportunities for companies offering motorcycle products to increase their sales through various strategies. Competition among motorcycle manufacturers such as Honda, Yamaha, Suzuki, Kawasaki, and others is very tight as they strive to meet the expectations of potential consumers. Motorcycle sales results for 2024 are as follows:

Table 2. Domestic Motorcycle Sales in Indonesia in 2024

Brand	Sale
Honda	4.724.749
Yamaha	1.572.641
Kawasaki	22.989
Suzuki	10.011
TVS	6.715
<b>Total</b>	<b>6.450.031</b>

Source: Indonesian Motorcycle Industry Association (AISI), 2025

Based on Table 2, the highest motorcycle sales volume in Indonesia in 2023 was achieved by the Honda brand. Honda is one of the major automotive companies, founded by Soichiro Honda on September 24, 1956. Honda later expanded its market worldwide, including into Indonesia starting in 1960. Motorcycle users in Indonesia tend to reconsider their purchasing decisions for Honda products as more motorcycle brands continue to emerge. Honda is one of the most well-known brands and among the first motorcycle manufacturers in Indonesia, gaining popularity due to its relatively affordable price, accessibility for most consumer groups, fuel efficiency, and low operational costs, all of which strongly influence consumers' purchase decisions.

PT Indako Trading Coy is one of the official Honda motorcycle dealers under PT Astra Honda Motor (AHM), operating in the fields of sales, service, and spare parts (3S), and is capable of competing in the automotive industry market. Honda's motorcycle slogan, "One Heart," reflects the company's commitment to consistently delivering high-quality products that provide benefits to the wider community and are

environmentally friendly. To provide an overview of motorcycle sales in the city of Medan, the data on motorcycle sales for the years 2021–2024 is presented in the following table:

Table 3. Domestic Motorcycle Sales in Medan City 2021-2024

Brand	Sale			
	2021	2022	2023	2024
Honda	12,015	11,945	11,277	10,759
Yamaha	9,312	8,213	10,921	10,837
Kawasaki	3,892	4,032	3,789	3,891
Suzuki	3,214	3,728	3,146	3,068
TVS	613	421	512	592

Source: Indonesian Motorcycle Industry Association (AISI), 2025

Based on Table 3, it is known that Honda still leads motorcycle sales in the city of Medan. However, according to the annual sales results, there has been a decline in sales from year to year. This should be a point of consideration for PT Indako Trading Coy to continuously improve consumers' purchase decisions when buying motorcycles. A purchase decision is an action taken by consumers to decide whether or not they are willing to buy a product (Kotler and Armstrong, 2021).

According to Istiqamah et al. (2021), purchase decision is a determining factor in sales performance. A purchase decision is a process in which consumers identify their problems, search for information about specific products or brands, and evaluate how well each alternative can solve their problems, which then leads to a purchasing decision. Therefore, businesses must be able to influence consumers' purchase decisions so that they are willing to buy the goods offered, ultimately impacting the level of sales (Hutagalung and Waluyo, 2020). Companies must be observant in monitoring consumer behavior, which constantly changes, in order to maintain and expand their market share, including understanding what consumers want. Several variables that underlie or influence consumers in making purchasing decisions include service quality, advertising attractiveness, and brand image.

Based on the identified problems, preliminary survey results, and several research gaps, the researcher is interested in conducting a study entitled "The Influence of Service Quality and Advertising Attractiveness on the Purchase Decision of Honda Motorcycles Through Brand Image as an Intervening Variable at PT Indako Trading Coy, Medan Branch.

### Literature Review

#### Marketing

Marketing is one of the key functions for companies in their efforts to maintain business continuity in a competitive business environment. A company that successfully achieves its ultimate goal is one that is able to apply marketing concepts in its business activities. According to Kotler & Armstrong (2021), marketing involves activities, entities, and

processes for creating, communicating, and delivering offerings that provide value to consumers and other stakeholders. According to Zainurossalamia (2020), marketing is one of the main activities carried out by entrepreneurs to sustain their business, grow the company, and pursue maximum profit. Therefore, the role of marketing is crucial in the development of business strategies.

*Purchase Decision*

According to Felicia (2021), a purchase decision is a process of buying a product or service that begins with the consideration of the benefits that can be obtained after purchasing and using the product or service. Consumer buying behavior is essentially a process of selecting, purchasing, and using products to meet their needs. Companies, in running their business, must continuously monitor changes in consumer behavior so they can anticipate these changes and improve their marketing strategies. According to Tjiptono (2022), a purchase decision is a series of processes that begin when consumers recognize a problem, search for information about a particular product or brand, and evaluate how well each alternative can solve their problem, which then leads to the final purchase decision.

*Brand Image*

Brand image can be defined as the consumer’s perception formed through their experience with a particular brand. If a brand successfully creates a positive image, customers will likely repurchase the brand. According to Tjiptono (2022), brand image is a description of the associations and beliefs held by buyers regarding a particular brand. According to Kotler and Keller (2022), brand image is the impression that exists in the customer’s mind about a brand, derived from experiences that shape the brand’s image in the consumer’s perception. Thus, brand image can also be understood as the consumer’s interpretation of a brand when they hear or even see the brand in question.

*Service Quality*

Service quality refers to all forms of activities carried out by a company to meet consumer expectations. Service, in this context, is defined as the provision of assistance or offerings delivered by the service provider in the form of convenience, speed, interaction, capability, and friendliness, which are demonstrated through attitudes and behaviors aimed at ensuring customer satisfaction. According to Tjiptono (2022), service quality is the level of excellence expected and the control over that level of excellence to fulfill customer desires.

*Advertising Attractiveness*

Advertising attractiveness (advertising appeal) is an approach aimed at capturing attention and influencing consumers’ perceptions of a product, as well as delivering messages about the product using various methods to attract consumers. According to Kotler and Keller (2022), advertising attractiveness refers to any form of non-personal

presentation and promotion of ideas, goods, or services by an identified sponsor who pays for the advertisement. According to Wandasari et al. (2020), advertising attractiveness is the extent to which an advertisement is capable of impressing or capturing the audience’s attention. Advertising involves the dissemination of product-related communication through various mass media, where advertisers pay fees to the media.

*Conceptual Framework*

Based on the explanation above, a conceptual framework related to the issues presented can be arranged as follows:

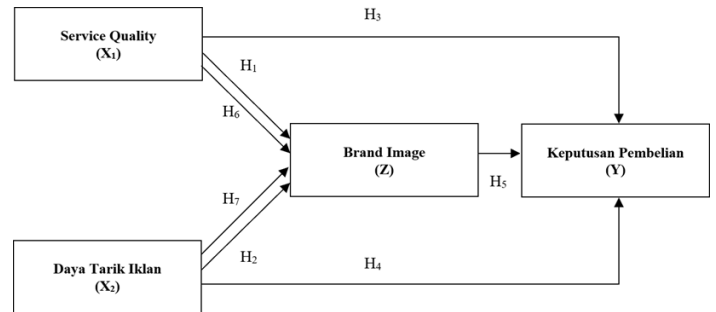


Figure 1. Conceptual Framework

**Methodology**

*Type of research*

This study employs an associative research design with a quantitative approach. According to Sugiyono (2019), associative research is a type of research aimed at determining the relationship between two or more variables, used to study, describe, and observe the influence among variables formulated in the research hypotheses. Sugiyono (2019) also states that the quantitative method is a method based on the philosophy of positivism, which aims to describe and test the hypotheses developed by the researcher.

*Research Location and Time*

This research was conducted on Honda motorcycle consumers at the official dealer, PT Indako Trading Coy, Medan Branch. The study was carried out from April 2025 to May 2025. The list of locations included in this research is as follows:

Table 4. Research Location

No	Location	Address
1	PT Indako Trading Coy Krakatau	Jl. Gunung Krakatau No.54a, Glugur Darat II, Kec. Medan Tim., Kota Medan, Sumatera Utara 20236
2	PT Indako Trading Coy Makmur	Jl. Makmur No.114 A / 30, Sei Agul, Kec. Medan Bar., Kota Medan, Sumatera Utara 20117
3	PT Indako Trading Coy Pemuda	Jalan Pemuda No.18 D-H, A U R, Kec. Medan Maimun, Kota Medan, Sumatera Utara 20151
4	PT Indako Trading Coy Sm. Raja	l. Singamangaraja No.362, Siti Rejo I, Kec. Medan Kota, Kota Medan, Sumatera Utara 20144
5	PT Indako Trading Coy Ngumban Surbakti	Jl. Ngumban Surbakti No.25, Sempakata, Kec. Medan Selayang, Kota Medan, Sumatera Utara 20131

*Population and Sample*

A population is the entire set of objects or individuals that becomes the focus of a research study. It may consist of humans, animals, objects, events, or other phenomena that possess certain characteristics and serve as the subject of the research. According to Sugiyono (2023), a population is a generalization area consisting of objects or subjects that have specific qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn. Therefore, defining a population is essential so that the research can be properly examined and completed according to the established topic. The population in this study consists of the consumers of PT Indako Trading Coy, Medan Branch, in 2023, totaling 11,277 individuals. A sample is a portion of the population elements selected for study. According to Sugiyono (2019), a sample is part of the number and characteristics possessed by the population. This study uses a non-probability sampling method. The sample size was determined using the Slovin formula, resulting in a total of 100 respondents.

*Data Analysis Method*

The data analysis techniques used in this study are descriptive analysis and SEM analysis.

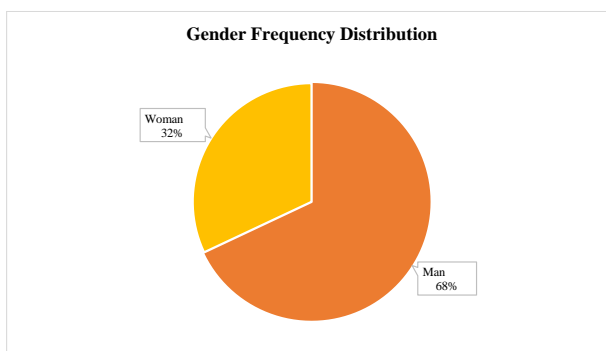
**Results**

*Descriptive Analysis of Respondents*

The descriptive analysis in this study is a description or explanation of the results obtained from the collection of primary data in the form of questionnaires completed by the research respondents.

*Respondent Characteristics Based on Gender*

The characteristics of respondents based on gender among consumers of PT Indako Trading Coy Medan Branch, are as follows:



Source: processed data (2025)

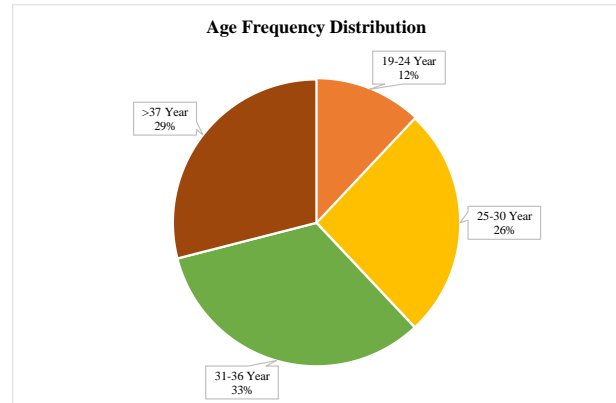
Figure 2. Gender Frequency Distribution

Based on Figure 2, it is shown that the respondents' characteristics by gender include 68 male respondents (68%) and 32 female respondents (32%). This indicates that male respondents are more dominant than female respondents. This is because, in several activities, motorcycles often serve as the primary means of transportation for daily mobility, whether for work, business, or long-distance travel. In addition,

motorcycles are much more practical and economical compared to other modes of transportation, which is why they are widely used by men in their daily activities.

*Respondent Characteristics Based on Age*

The characteristics of respondents based on age among consumers of PT Indako Trading Coy, Medan Branch, are as follows:



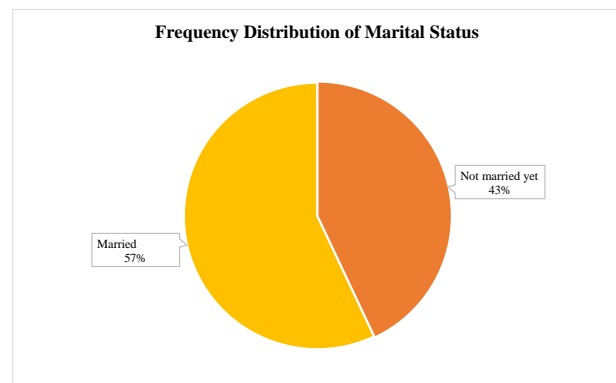
Source: processed data (2025)

Figure 3. Age Frequency Distribution

Based on Figure 3, the respondents' characteristics by age are as follows: 12 respondents (12%) are aged 19–24 years, 26 respondents (26%) are aged 25–30 years, 33 respondents (33%) are aged 31–36 years, and 29 respondents (29%) are aged above 37 years. This indicates that the majority of respondents in this study are aged 31–36 years. Individuals in this age group are more dominant in purchasing motorcycles due to better financial stability, as they generally have more established careers and income compared to younger age groups. Additionally, this age group often has increasing mobility needs, as many are married, have children, or face higher work demands. Motorcycles serve as an efficient and economical transportation solution for daily mobility, taking children to school, or commuting to work, especially in urban areas with traffic congestion.

*Respondent Characteristics Based on Marital Status*

The characteristics of respondents based on gender among consumers of PT Indako Trading Coy Medan Branch, are as follows:



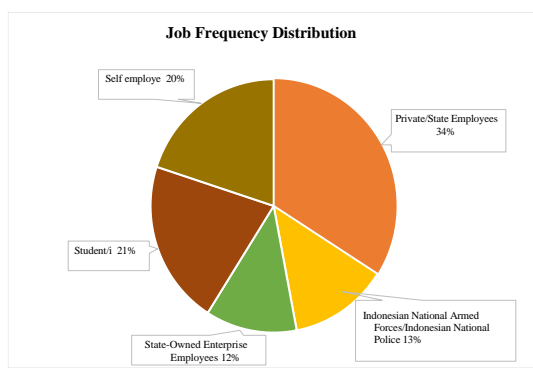
Source: processed data (2025)

Figure 4. Frequency Distribution of Marital Status

Based on Figure 4, the respondents' characteristics by marital status show that 43 respondents (43%) are unmarried, while 57 respondents (57%) are married. This indicates that married respondents are more dominant than unmarried respondents. This is because motorcycles offer high cost efficiency compared to cars, making them an attractive choice for families aiming to manage their budgets. Additionally, the purchase price of motorcycles is more affordable than that of cars, making them more accessible. Motorcycles also have lower operational costs, as they generally consume less fuel and have lower maintenance and vehicle tax expenses. This is especially important for families who need to save on routine expenses.

#### Respondent Characteristics Based on Occupation

The characteristics of respondents based on occupation among consumers of PT Indako Trading Coy, Medan Branch, are as follows:



Source: processed data (2025)

Figure 5. Work Frequency Distribution

Based on Figure 5, the respondents' characteristics by occupation are as follows: 34 respondents (34%) work as private or government employees, 13 respondents (13%) are in the military or police, 12 respondents (12%) are employees of state-owned enterprises (BUMN), 21 respondents (21%) are students, and 20 respondents (20%) are entrepreneurs. This indicates that the majority of respondents in this study are private or government employees. Individuals in these occupations are more dominant in purchasing motorcycles due to increased mobility needs, as this age group often corresponds to a stage in life where individuals are married, have children, or face higher work demands. Motorcycles serve as an efficient and economical transportation solution for daily mobility, taking children to school, or commuting to work, especially in urban areas with traffic congestion.

## Discussion

#### Service Quality Has a Positive and Significant Effect on Brand Image

Based on the results of the direct effect test, it was found that the service quality variable has a positive and significant effect on brand image. This means that if PT Indako Trading Coy, Medan Branch, improves its service quality, it will significantly enhance the brand image of PT Indako Trading Coy, Medan Branch. Conversely, a decline

in service quality will significantly reduce the brand image of the company. According to Kotler and Keller (2022), service quality is a fundamental basis for assessing customer satisfaction. A company can be considered good if it is able to provide goods or services in accordance with customer expectations. High product quality and excellent service performance greatly influence customer satisfaction. If the service received exceeds customer expectations, the service quality is perceived as ideal. Conversely, if the service received falls short of expectations, the service quality is perceived as poor.

#### Service Quality Has a Positive and Significant Effect on Purchase Decision

Based on the results of the direct effect test, it was found that the service quality variable has a positive and significant effect on purchase decisions. This means that if PT Indako Trading Coy, Medan Branch, improves its service quality, it will significantly enhance consumers' purchase decisions at PT Indako Trading Coy, Medan Branch. Conversely, a decline in service quality will significantly reduce consumers' purchase decisions. Sunyoto (2020) states that service quality is a measure used to assess whether a product or service has the utility value as desired; in other words, a product or service is considered to have quality if it functions or provides benefits as expected. If the service received meets or exceeds expectations, the service quality is perceived as good and satisfactory.

#### Advertising Attractiveness Has a Positive and Significant Effect on Brand Image

Based on the results of the direct effect test, it was found that the advertising attractiveness variable has a positive and significant effect on brand image. This means that if PT Indako Trading Coy, Medan Branch, increases the attractiveness of its advertisements, it will significantly enhance the brand image of PT Indako Trading Coy, Medan Branch. Conversely, if the advertisements are less attractive, it will significantly reduce the brand image. Advertisements must offer creativity so that consumers perceive them as unique or different from other ads. The message in advertisements should be conveyed clearly and purposefully to create its own appeal. According to Arif (2019), advertisements with strong appeal can build a positive brand image in the minds of consumers. Through consistent advertising focused on brand values, companies can influence consumers' perceptions of the quality, reputation, or value of their products. Consumers tend to choose brands that have a strong and reliable image.

#### Advertising Attractiveness Has a Positive and Significant Effect on Purchase Decision

Based on the results of the direct effect test, it was found that the advertising attractiveness variable has a positive and significant effect on purchase decisions. This means that if PT Indako Trading Coy, Medan Branch, increases the attractiveness of its advertisements, it will

significantly enhance consumers' purchase decisions at PT Indako Trading Coy, Medan Branch. Conversely, if the advertisements are less attractive, it will significantly reduce consumers' purchase decisions. Advertisements serve to capture customers' attention, encouraging them to try the products offered, leading them to decide to make a purchase. If customers are satisfied, they are likely to become loyal to the company. This is because advertisements can influence customer behavior in making their purchase decisions (Tambunan, 2019). Moreover, the more attractive an advertisement is, the more it can influence consumers' actions in making a purchase.

#### *Brand Image Has a Positive and Significant Effect on Purchase Decision*

Based on the results of the direct effect test, it was found that the brand image variable has a positive and significant effect on purchase decisions. This means that if PT Indako Trading Coy, Medan Branch, enhances its brand image, it will significantly increase consumers' purchase decisions at PT Indako Trading Coy, Medan Branch. Conversely, a decline in brand image will significantly reduce consumers' purchase decisions. According to Sitorus et al. (2022), brand image is the understanding of consumers' responses to a brand based on their experiences with it. Brand image reflects the consumer's attitude of prioritizing and favoring a particular brand over others. A positive brand image greatly increases the likelihood that consumers will repurchase the brand and can serve as a foundation for the company to build a positive corporate image.

#### *Service Quality Has a Positive and Significant Effect on Purchase*

##### *Decision Through Brand Image*

Based on the results of the indirect effect hypothesis test, it was found that service quality has a positive and significant effect on purchase decisions through brand image as an intervening variable. This means that if PT Indako Trading Coy, Medan Branch, improves its service quality, it will enhance brand image, which in turn will increase consumers' purchase decisions. Conversely, a decline in service quality will reduce brand image, leading to a decrease in consumers' purchase decisions. In other words, service quality at PT Indako Trading Coy, Medan Branch, acts as a trigger for improving brand image, which subsequently boosts consumers' purchase decisions. This is a common strategy used by companies to increase sales by creating a positive brand image and encouraging consumers to make purchases.

#### *Advertising Attractiveness Has a Positive and Significant Effect on*

##### *Purchase Decision Through Brand Image*

Based on the results of the indirect effect hypothesis test, it was found that advertising attractiveness has a positive and significant effect on purchase decisions through brand image as an intervening variable. This means that if PT Indako Trading Coy, Medan Branch, increases the attractiveness of its advertisements, it will enhance brand image, which in turn will positively impact consumers' purchase decisions.

Conversely, a decrease in advertising attractiveness will reduce brand image, leading to a decline in consumers' purchase decisions. In other words, advertising attractiveness at PT Indako Trading Coy, Medan Branch, serves as a trigger for improving brand image, which subsequently increases consumers' purchase decisions.

## **Conclusions**

A conclusion is the essence or summary of a study, containing the key points and answers to the research questions or objectives previously set. Based on the results of the analysis and discussion, several conclusions and recommendations can be drawn as follows:

1. Service quality has a positive and significant effect on brand image at PT Indako Trading Coy, Medan Branch.
2. Service quality has a positive and significant effect on purchase decisions at PT Indako Trading Coy, Medan Branch.
3. Advertising attractiveness has a positive and significant effect on brand image at PT Indako Trading Coy, Medan Branch.
4. Advertising attractiveness has a positive and significant effect on purchase decisions at PT Indako Trading Coy, Medan Branch.
5. Brand image has a positive and significant effect on purchase decisions at PT Indako Trading Coy, Medan Branch.
6. Service quality has a positive and significant effect on purchase decisions through brand image as an intervening variable at PT Indako Trading Coy, Medan Branch.
7. Advertising attractiveness has a positive and significant effect on purchase decisions through brand image as an intervening variable at PT Indako Trading Coy, Medan Branch.

Future research is recommended to expand the scope and further explore the mechanisms underlying the influence of service quality and advertising attractiveness on purchase decisions. In the short term, researchers can examine these relationships in other motorcycle brands or dealerships in different cities to compare consumer behavior patterns. They may also investigate differences in responses based on demographic factors such as age, gender, occupation, or income level. In the long term, studies can develop more comprehensive models by incorporating additional mediating or moderating variables, such as customer satisfaction, brand loyalty, or social influence, to gain a deeper understanding of how brand image functions as an intervening variable. Methodological approaches can also be enhanced by using longitudinal data to capture changes in consumer behavior over time or conducting comparative studies across multiple dealers or regions to strengthen the generalizability of the findings regarding the effects of service quality, advertising attractiveness, and brand image on purchase decisions.

## References

- Arianto, N., dan Octavia, B. D. A. 2021. Pengaruh Kualitas Pelayanan dan Distribusi Terhadap Keputusan Pembelian. *Jurnal Disrupsi Bisnis*, 4(2), 98- 107.
- Azizah, Azizah dan Sukati, Inda. 2023. Pengaruh Daya Tarik Iklan, Kualitas Produk dan Kepercayaan Konsumen terhadap Minat Beli di E-Commerce Shopee. *Jurnal Disrupsi Bisnis*. 6. 522. 10.32493/drj.v6i5.30468.
- Barus, C. S., dan Silalahi, D. 2021. Pengaruh Promosi Media Sosial dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen Pada Sosmed Cafe Abdullah Lubis Medan. *Jurnal Manajemen Dan Bisnis*, 21(1), 1–15.
- Beliya, Stafini., Kumbara, Vicky & Karlinda, Ai. (2025). Pengaruh Brand Image dan Kualitas Produk terhadap Keputusan Pembelian dengan Kepuasan Konsumen sebagai Variabel Intervening pada Motor Beat Dealer Honda Cempaka Motor Muaro Sijunjung. *Indonesian Research Journal on Education*. 5. 10.31004/irje.v5i2.2195.
- Bilgin, Y. 2018. the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business dan Management Studies: An International Journal*, 6(1), 128–148.
- Efendi, J., dan Kusnawan, A. 2022. Pengaruh Daya Tarik Iklan Dan Kredibilitas Endorser Terhadap Minat Beli Konsumen (Studi Kasus Konsumen Brand X. Eight Pada Mahasiswa Universitas Buddhi Dharma Program Studi Manajemen). *Prosiding: Ekonomi Dan Bisnis*, 1(2).
- Erdawati (2020). Pengaruh Gaya Hidup, Iklan dan Harga Terhadap Keputusan Pembelian Online Shopee. *Jurnal Apresiasi Ekonomi*. 8.365-371. 10.31846/jae.v8i3.331.
- Felicia, Abednego. 2021. Analisis Pemilihan Sosial Media Influencer Pada Instagram Terhadap Perilaku Konsumen (Studi Kualitatif Pada Genarasi Y dan Generasi Z Di Bandung). *Jurnal Riset Bisnis*, Vol. 5 (1). Jurusan Manajemen Fakultas Bisnis Universitas Kristen Maranatha, Bandung.
- Felix, Yenson., Sanjaya., Viviana., & Wong, Wendelin. 2022. Pengaruh Brand Image, Kualitas Produk dan Promosi Penjualan Terhadap Keputusan Pembelian Sepeda Motor Honda Pada PT Capella Dinamik Nusantara. *Jurnal Ekonomi Bisnis Manajemen Prima*. Volume IV, Nomor I, Tahun 2022.
- Ghozali, I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26. Edisi 10. Badan Penerbit Universitas Diponegoro.
- Gunarsih, dkk. 2021. Pengaruh Harga Terhadap Keputusan Pembelian Konsumen di Toko Pelita Jaya Buyungon Amurang, *Productiveity*, Vol. 2, No. 1, 2021. e-ISSN. 2723-0112.
- Hair, J.F., Tomas, G.M., Christian, M. R., Marko, S., Nicholas, P.D., & Soumya, R. (2021). Partial Least Squares Structural Equation Modeling (PLSSEM) Using R, Practical Assessment, Research and Evaluation.
- Indahsari Nur, L., dan Roni, M. 2022. Pengaruh Kualitas Pelayanan, Harga, Dan Lokasi Terhadap Keputusan Pembelian Di Kedai Kopi BE Kalirejo. *Margin: Jurnal Bisnis Islam Dan Perbankan Syariah*, 1(1), 51–60.
- Istiqamah, M., Tirtayasa, S., dan Pasaribu, H. K. 2021. Pengaruh Kualitas Produk Dan Harga Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Sebagai Variabel Intervening. *Jurnal AKMAMI (Akuntansi Manajemen Ekonomi)*, 2(1), 68–78.
- Kotler, P., dan Keller, K. L. 2022. *Marketing Management Sixteenth (16th ed.)*. United Kingdom: Pearson Education Limited.
- Kotler, Philip, dan Armstrong, Gary. 2021. *Dasar-Dasar Pemasaran*. Jilid I, Alih Bahasa Alexander Sindoro dan Benyamin Molan. Jakarta: Penerbit Prenhalindo.
- Lin, Y. H., Lin, F. J., & Wang, K. H. 2021. The Effect of Social Mission on Service Quality and Brand Image. *Journal of Business Research*, 132, 744–752.
- Mai, Dam & Cuong, Dam. 2021. Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance Economics and Business*. 8. 585-593. 10.13106/jafeb.2021.vol8.no3.0585.
- Megadewi, Inti . Pengaruh Brand Image Dan Perceived Quality Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Pada Honda Vario (Studi Kasus Pada Pengguna Honda Vario Di Kota Semarang)." *Jurnal Ilmu Administrasi Bisnis S1 Undip*, vol. 6, no. 1, 2017, pp. 240-250.
- Nabilah Afifah Rasya, Osly Usman, & Muhammad Fawaiq. (2024). The Influence of Brand Image, Brand Awareness, and Promotional Strategies on Purchase Intention Decisions and Its Impact on Purchasing Decisions Among Gen Z (Study on Digital Out of Home Advertising: Videotron). *International Student Conference on Business, Education, Economics, Accounting, and Management (ISC-BEAM)*, 2(1).