DANADYAKSA
POST MODERN ECONOMY JOURNAL

Vol. 4 No. 1, (2026), 1297–1314 e-ISSN: 3025-8545

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PERCEIVED VALUE ON PURCHASING DECISIONS OF HONDA SCOOPY AUTOMATIC MOTORCYCLES IN SURABAYA CITY

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Abstract

This research aims to determine the influence of brand image, product quality, and perceived value on purchasing decisions of Honda Scoopy automatic motorcycles in Surabaya City. This research uses a quantitative method with primary data. The population of this study consists of consumers who use Honda Scoopy in Surabaya. Data collection was carried out by distributing questionnaires to 150 respondents using a purposive sampling technique with the criteria of consumers who have purchased and used Honda Scoopy. The data obtained were then processed using multiple linear regression analysis with the help of IBM SPSS software. The analysis techniques used include validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing using t-test (partial), F-test (simultaneous), and coefficient of determination (R^2). The results show that partially brand image, product quality, and perceived value have a positive and significant effect on purchasing decisions. Simultaneously, all independent variables also have a significant effect on purchasing decisions, with perceived value as the most dominant variable.

Keywords: Brand Image, Product Quality, Perceived Value, Purchasing Decision

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INTRODUCTION

The need for transportation has now become one of the most fundamental necessities in modern society. Compared to public transportation, most people prefer to use private vehicles, especially motorcycles, due to their ease of access and flexibility. According to data from the Central Statistics Agency (BPS) as of 2024, the number of motorcycles in Indonesia reached 139.45 million units, constituting the majority of the total registered motor vehicles, which stands at approximately 166.47 million units. The high demand for this ever-increasing means of transportation has driven the motorcycle industry to grow rapidly, so that currently many companies in the industry are competing intensively to become market leaders and dominate the domestic market share (Rizky *et al.*, 2022).

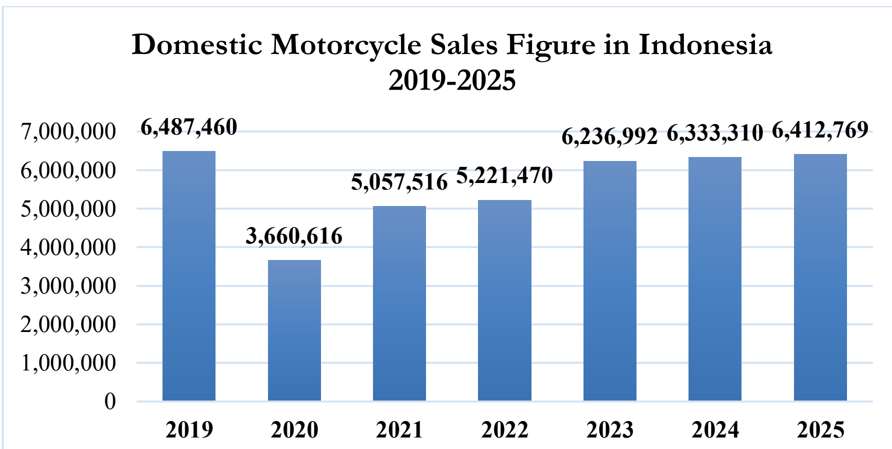

Figure 1.
Domestic Motorcycle Sales Figure in Indonesia 2019-2025
Source: Indonesian Motorcycle Association (2026)

Based on domestic motorcycle sales data for the 2019–2025 period, motorcycle sales have shown significant growth. Sales hit a low point in 2020 at 3.66 million units due to the impact of the COVID-19 pandemic, which restricted public mobility and economic activity. Entering 2021, sales gradually increased, with a projection for 2025 reaching 6.41 million units—an increase of approximately 75% compared to 2020. The consistent growth trend during the period indicates that the domestic motorcycle market remains strong and shows promising potential for the automotive industry, as consumer demand increases amidst the post-pandemic economic recovery.

Significant growth in Indonesia's motorcycle industry is not only reflected in rising sales figures and the total number of vehicles but is also evident in the increasingly dominant position of the automatic scooter (skutik) segment in the domestic market. According to data from the Indonesian Motorcycle Industry Association (AISI) for 2025, automatic scooters are the type of motorcycle most in demand by consumers, with a market share reaching 91.7% of total motorcycle demand. This high demand reflects consumer preferences that lean toward scooters due to their various advantages, particularly for urban activities (AISI, 2025).

Amid relatively stable growth in the motorcycle market, PT Astra Honda Motor (AHM) has successfully maintained its dominant position. According to Kompas.com (2026), from January to December 2025, AHM recorded sales of 4.9 million units, thereby controlling approximately 76% of the motorcycle market share in Indonesia. One of the automatic scooter models produced by PT Astra Honda Motor is the Honda Scoopy.

Table 1.
Top Brand Index 2021-2025 Automatic Motorcycle Category

No	Nama Brand	2021 (%)	2022 (%)	2023 (%)	2024 (%)	2025 (%)
1	Honda Beat	35,60	34,20	35,60	28,00	32,10
2	Honda Vario	21,90	20,80	20,60	19,40	15,20
3	Honda Scoopy	12,10	9,90	9,70	20,00	16,70
4	Honda Pcx	5,20	8,30	7,70	10,30	14.90
5	Yamaha Mio	12,90	12,30	13,20	4,60	3,00

Although the Honda Scoopy has several advantages, the automatic motorcycle market in Indonesia remains highly competitive. According to data from the Top Brand Index for the 2021–2025 period, the Honda Scoopy's market share showed significant fluctuations, unlike other Honda models such as the Honda Beat, which consistently held the top position. From 2021 to 2023, the Scoopy's market share was recorded in the range of 9.7–12.1%, but it rose to 20% in 2024 and fell again to 16.7% in 2025. This data indicates that while the Honda Scoopy succeeded in increasing sales in 2024, the sustainability of its market share growth remains unstable.

Fierce competition in the motorcycle industry, particularly in the automatic scooter segment such as the Honda Scoopy, indicates that consumer purchasing decisions are not always consistent and are influenced by various product alternatives in the market. Purchasing decisions are influenced by a company's ability to create value for consumers through brand image, product quality, and perceived value. Based on this phenomenon, this study aims to analyze the influence of brand image, product quality, and perceived value on consumer purchasing decisions regarding the Honda Scoopy in Surabaya. The results of this study are expected to provide insight into consumer behavior patterns and serve as a reference for companies in formulating more effective marketing strategies.

REVIEW OF LITERATURE

Marketing

Marketing is one of the key activities undertaken by companies to achieve organizational goals, such as ensuring business sustainability, expanding the company, and generating profits. According to Tjiptono and Diana in Walangitan et al., (2022), marketing is a process that encompasses the creation, distribution, promotion, and pricing of goods,

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services, and ideas to facilitate satisfying exchange relationships with customers.

Kotler and Armstrong in Arnisadhea et al., (2024), state that marketing is a continuous process carried out through the planning and implementation of coordinated marketing strategies to convey value and information about products or services to consumers. Based on these definitions, it can be concluded that marketing is an integrated and continuous process that encompasses activities such as identifying consumer needs and desires, creating value, setting prices, promoting, and distributing products or services.

Brand Image

According to Kotler and Keller in Khumaeni et al. (2024), a brand image is a name, term, symbol, design, or combination of these elements used to identify a product or service and distinguish it from competitors' products or services. In line with this view, Wahyudi in Kurniawan et al., (2023), explains that brand image is formed based on the quality of products or services perceived by consumers through their usage experience, which is further reinforced through marketing communication strategies, particularly consistent advertising that aligns with the brand image being built.

Brand image is the mental picture formed in consumers' minds regarding a brand, closely tied to their perceptions, beliefs, and preferences toward that brand. When consumers hold a positive view of a brand, they tend to choose products or services associated with that brand in specific situations (Rozi et al., 2024). According to Kotler and Keller in Sampe and Tahalele (2023), the indicators of brand image are as follows:

a. Strength of Brand Association. (Strength Of Brand Association) A brand's advantage is based on the physical attributes inherent to a brand, allowing it to be viewed as superior compared to other brands.
b. Brand association favorability. (Favourability Of Brand Association) refers to a brand's ability to create a more favorable impression compared to other brands
c. The uniqueness of brand association. indicates a brand's competitive advantage, which serves as a reason for consumers to choose that brand.

Product Quality

According to Kotler and Armstrong in Khumaeni et al. (2024), product quality is defined as a product's ability to perform its functions, which include durability, reliability, accuracy, ease of use, operation, and repair, as well as other valuable attributes. If a product is able to perform its functions, it can be considered a product of good quality. Furthermore, according to Pasaribu (2022), product quality refers to the level of ability of a specific brand or product to perform its expected functions. Product quality reflects the product's durability, reliability, precision, ease of operation and maintenance, as well as other evaluated attributes. According to Kotler and Armstrong in Pasaribu (2022), product quality can be measured through the following six main indicators:

a. Performance. Performance refers to a product's basic ability to perform its primary functions in accordance with its intended use.
b. Additional Features (Features). Additional features are complementary attributes designed to enhance the product's basic functions or provide added value.
c. Conformance to Specification. This indicator shows the degree to which the product's

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operational characteristics conform to established standards or specifications.

d. Reliability. Reliability describes a product's ability to function consistently and satisfactorily over a specific period of time.
e. Durability. Durability relates to a product's service life—that is, the length of time a product can be used before its performance declines or it needs to be replaced.
f. Aesthetics. Aesthetics is a subjective quality dimension related to consumers' assessment of a product's appeal, both in terms of visual appearance and other sensory aspects.

Perceived Value

According to Kotler and Keller in Utama and Murti (2022), customer value is the difference between a customer's assessment of all benefits received and all costs incurred from an offering compared to other alternatives. Furthermore, Tjiptono in Federiko (2021) defines perceived value as the total benefits or quality received by consumers from a product or service relative to the sacrifices made to obtain it. These sacrifices are not limited to price but also include aspects of time, effort, and risk perceived by the consumer. According to Sweeney and Soutar in Arnisadhea et al. (2024), consumer perceived value consists of four main dimensions: emotional value, social value, quality/performance value, and price/value for money value. The explanations of these dimensions of perceived value are as follows:

a. Emotional value describes the positive feelings consumers experience during the purchasing and usage of a product, such as joy, comfort, and satisfaction.
b. Social value refers to a product or service's ability to enhance a consumer's self-image and social acceptance.
c. Quality or performance value reflects consumers' assessment of a product's quality and performance compared to their expectations.
d. Value for money refers to consumers' perception of the balance between the cost incurred and the benefits received.

Purchase Decision

According to Kotler and Armstrong in Pasaribu (2022), a purchase decision is a problem-solving process consisting of analyzing or identifying needs and wants, searching for information, evaluating sources and alternatives, making a purchase decision, and post-purchase behavior. Furthermore, according to the perspective of Tjiptono and Diana in Rahmat and Mukhsin (2024), a purchase decision is a pre-purchase phase involving a series of decisions made by consumers before a transaction occurs and the product is used. According to Kotler and Armstrong in Pasaribu (2022), there are six indicators of a purchase decision, as follows:

a. Product selection. Customers have the option to purchase a product or use it for different purposes.
b. Brand selection. In this context, businesses must recognize and accommodate customer needs.
c. Choosing a distribution location. Each customer has a unique method for finding a location, which may be related to factors such as accessibility, affordability, and product availability.

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d. Purchase Quantity. The number of products a consumer chooses to buy at a given time depends on the consumer's preferences.
e. Purchase Frequency. The frequency of a consumer's purchases can vary, such as whether they are made daily, weekly, every two weeks, or monthly.
f. Payment method. When choosing which goods or services to use, consumers can choose how they want to pay for them.

RESEARCH METHOD

This study employs a quantitative approach with an associative research design. The population of this study consists of Honda Scoopy users in the city of Surabaya. The sample comprised 150 respondents selected using purposive sampling. Data collection was conducted via a questionnaire using a Likert scale. The research variables consist of brand image, product quality, and perceived value as independent variables, as well as purchase decision as the dependent variable. Data analysis employed multiple linear regression, including validity and reliability tests, classical assumption tests, and hypothesis testing (t-test and F-test). The sample size was determined using Cochran's formula, based on a 95% confidence level and an 8% margin of error.

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$

$$n = \frac{(1{,}96)^2 \times (0{,}5)(0{,}5)}{(0{,}08)^2}$$

$$n = \frac{3{,}8416 \times 0{,}25}{0{,}0064}$$

$$n = \frac{0{,}9604}{0{,}0064}$$

$$n = 150{,}06$$

Information:
n = required sample size
z = z-value at a 95% confidence level = 1.96
p = probability of being correct (50%) = 0.5
q = probability of being incorrect (50%) = 0.5
d = margin of error = 8% = 0.08
Based on the Cochran formula calculation with a 95% confidence level and an 8% margin of error, the sample size is 150.06.

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RESULTS AND DISCUSSION

Respondent Characteristics

Table 2.
Frequency Gender

No	Gender	Frequency	Persentase (%)
1	Male	51	34
2	Female	99	66
Total		**150**	**100**

Table 3.
Frequency Age

No	Age	Frequency	Persentase (%)
1	17-25 years	114	76
2	26-35 years	31	20,7
3	> 35 years	5	3,3
Total		**150**	**100**

Table 4.
Frequency Jobs

No	Jobs	Frequency	Persentase (%)
1	Students	101	67,3
2	Private Sector Employees	22	14,7
3	Civil Servants	12	8
4	Self-Employed	10	6.7
5	Housewives	2	1,3
6	Other	3	2
Total		**150**	**100**

Table 5.
Frequency Residence Area

No	Residence Area	Frequency	Persentase (%)
1	West Surabaya	28	18,7

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2	East Surabaya	74	49,3
3	Central Surabaya	21	14
4	South Surabaya	19	12,7
5	North Surabaya	8	5,3
Total		**150**	**100**

The majority of respondents in this study were women (66%), while men accounted for 34%, indicating that Honda Scoopy users are predominantly women. By age, respondents were predominantly in the 17–25 age group at 76%, followed by the 26–35 age group at 20.7%, and those over 35 at 3.3%. In terms of occupation, the majority of respondents were students (67.3%), followed by private-sector employees (14.7%), civil servants (8%), entrepreneurs (6.7%), homemakers (1.3%), and others (2%). Meanwhile, based on residential area, respondents were dominated by those from East Surabaya at 49.3%, followed by West Surabaya (18.7%), Central Surabaya (14%), South Surabaya (12.7%), and North Surabaya (5.3%).

Instrument Test Results

Validity Test

Item validity was determined by comparing the calculated correlation coefficient (rhitung) with the table r value at a 5% significance level with a degree of freedom (df) of (n–2). If the rhitung value is greater than or equal to the rtable value (rhitung ≥ rtable), then the statement item is deemed valid.

Table 6.
Validity Test

Variable	Statement Item	Correlation Coefficient	r tabel	Summary Result
Brand Image (X1)	X1.1	0,428	0,159	Valid
	X1.2	0,733	0,159	Valid
	X1.3	0,776	0,159	Valid
	X1.4	0,655	0,159	Valid
	X1.5	0,611	0,159	Valid
	X1.6	0714	0,159	Valid
Product Quality (X2)	X2.1	0,686	0,159	Valid
	X2.2	0,626	0,159	Valid
	X2.3	0,572	0,159	Valid
	X2.4	0,511	0,159	Valid
	X2.5	0,633	0,159	Valid
	X2.6	0,688	0,159	Valid
	X2.7	0,680	0,159	Valid
	X2.8	0,606	0,159	Valid
	X2.9	0,674	0,159	Valid

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Variable	Statement Item	Correlation Coefficient	r tabel	Summary Result
	X2.10	0,752	0,159	Valid
	X2.11	0,607	0,159	Valid
	X2.12	0,548	0,159	Valid
Perceived Value (X3)	X3.1	0,640	0,159	Valid
	X3.2	0,674	0,159	Valid
	X3.3	0,609	0,159	Valid
	X3.4	0,619	0,159	Valid
	X3.5	0,681	0,159	Valid
	X3.6	0,645	0,159	Valid
	X3.7	0,678	0,159	Valid
	X3.8	0,695	0,159	Valid
Purchase Decision (Y)	Y.1	0,590	0,159	Valid
	Y.2	0,593	0,159	Valid
	Y.3	0,687	0,159	Valid
	Y.4	0,619	0,159	Valid
	Y.5	0,483	0,159	Valid
	Y.6	0,612	0,159	Valid
	Y.7	0,539	0,159	Valid
	Y.8	0,599	0,159	Valid
	Y.9	0,643	0,159	Valid
	Y.10	0,599	0,159	Valid
	Y.11	0,638	0,159	Valid
	Y.12	0,639	0,159	Valid

Based on the table above, it can be seen that the validity test results for all indicators of the independent and dependent variables indicate validity, as the correlation values are greater than the critical value of r, so all research variables are deemed valid and can be used in further analysis.

Reliability Test

To measure the reliability of the instrument in this study, Cronbach's alpha (α) was used. The instrument was considered reliable if Cronbach's alpha was greater than 0.60

Table 7.
Reliability Test

No.	Variable	*Cronbach's Alpha* Result	*Cronbach's Alpha* Minimum	Summary Result
1.	Brand Image (X1)	0,743	0,60	Reliabel
2.	Product Quality (X2)	0,864	0,60	Reliabel

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3.	Perceived Value (X3)	0,809	0,60	Reliabel
4.	Purchase Decision (Y)	0,838	0,60	Reliabel

The table above shows that the reliability test results for each variable indicate a calculated Cronbach's Alpha value greater than the minimum Cronbach's Alpha value; therefore, all variables in this study are deemed reliable and suitable for use.

Classic Assumption Test Results

Normality Test Results

The normality test is used to determine whether the regression model, independent variables, and dependent variables are normally distributed. A good regression model requires normally distributed data. The test uses the Kolmogorov-Smirnov method, and if the significance level is ≥ 0.05, the distribution is considered normal

Table 8.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std.Deviation	3.40588739
Most Extreme Difference	Absolute	.063
	Positive	.063
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed)[c]		,200[d]
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d.This is a lower bound of the true significance.		

As can be seen from the table, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05; therefore, it can be concluded that the data are normally distributed, allowing us to proceed to the next stage while satisfying the established classical assumptions.

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Multicollinearity Test

This test can be assessed using the tolerance value and the Variance Inflation Factor (VIF). If the VIF value is < 10 and the tolerance value is > 0.1, then the model does not exhibit multicollinearity. Conversely, if the VIF value is > 10 and the tolerance value is > 0.1, this indicates the presence of multicollinearity in the data.

Table 9.
Multicollinearity Test

No	Variable	*Colinearity Statistic*		Summary Result
		Tolerance	**VIF**	
1	Brand Image (X1)	0,436	2.291	Non Multikolinier
2	Product Quality (X2)	0,308	3.248	Non Multikolinier
3	Perceived Value (X3)	0,325	3.078	Non Multikolinier

Based on the results of the multicollinearity test in the table, the Brand Image variable (X1) has a tolerance value of 0.436 and a VIF of 2.291, the Product Quality variable (X2) has a tolerance value of 0.308 and a VIF of 3.248, and the Perceived Value variable (X3) has a tolerance value of 0.325 and a VIF of 3.078. All variables show a VIF value less than 10 and a tolerance value greater than 0.1. Therefore, it can be concluded that the three independent variables in this study do not exhibit multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is a test in a regression model aimed at determining whether there is unequal variance in the residuals from one observation to another. A regression model is considered good if there is no heteroscedasticity. To determine the presence or absence of heteroscedasticity, one can examine whether there is a specific pattern.

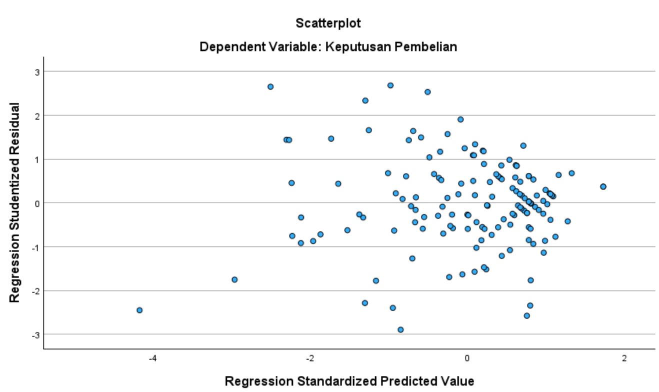

Figure 2.
Scatterplot Chart

Based on the scatterplot shown above, it can be seen that the data points are scattered above and below the 0 mark on the Y-axis and do not form a pattern; therefore, it is assumed that there is no heteroscedasticity in the regression model used in this study.

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Multiple Linear Regression Analysis

Table 10.
Multiple Linear Regression Analysis
Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	10.357	2.240		4.624	<.001
	Brand Image	.261	.123	.148	2.130	.035
	Product Quality	.147	.074	.165	1.991	.048
	Perceived Value	.794	.111	.578	7.181	<.001

a. Dependent Variable: Purchase Decision

Based on the above calculations, the following multiple linear regression equation can be derived:

$$\mathbf{Y = a + b_1X_1 + b_2X_2 + b_3X_3}$$

$$\mathbf{Y = 10.357 + 0.261\ X_1 + 0.147\ X_2 + 0.794\ X_3}$$

Based on the regression equation, the constant term of 10.357 indicates that the purchase decision retains that value when brand image (X1), product quality (X2), and perceived value (X3) are held constant. The regression coefficients for each variable are positive, meaning all three have a positive effect on the purchase decision: brand image increases the purchase decision by 0.261, product quality by 0.147, and perceived value by 0.794 for each one-unit increase, assuming other variables remain constant. Thus, perceived value is the variable with the most dominant influence compared to the other variables in affecting purchase decisions.

Hypothesis Testing

F-Test (Simultaneous)

The F-test in this study is used to determine the simultaneous effect of the variables Brand Image (X1), Product Quality (X2), and Perceived Value (X3) on the Purchase Decision (Y) variable.

Table 11.
F-Test
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3885.463	3	1295.154	109.403	<.001[b]
	Residual	1728.410	146	11.838		
	Total	5613.873	149			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Perceived Value, Brand Iamge, Product Quality

Based on the above calculations, it can be seen that the calculated F-value of 109.403 is greater than the critical F-value of 2.670, meaning that H0 is rejected and H1 is accepted

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at a 5% significance level. Thus, it can be stated that the variables Brand Image (X1), Product Quality (X2), and Perceived Value (X3) simultaneously have a significant effect on Purchase Decision (Y).

t-test (Partial)

The t-test is used to test the significance of the individual effects of each independent variable on the dependent variable. This test aims to determine the partial effects of Brand Image (X1), Product Quality (X2), and Perceived Value (X3) on Purchase Decision (Y).

Table 12.
t-test
Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	10.357	2.240		4.624	<.001
	Brand Image	.261	.123	.148	2.130	.035
	Product Quality	.147	.074	.165	1.991	.048
	Perceived Value	.794	.111	.578	7.181	<.001

a. Dependent Variable: Purchase Decision

Based on the table, it can be concluded that: (1) the test of the effect of brand image on purchasing decisions yielded a calculated t-value of 2.130, which is greater than the critical t-value (±1.976); therefore, H_0 is rejected, meaning that brand image has a significant partial effect on purchasing decisions; (2) the test of the effect of product quality shows a calculated t-value of 1.991 > the critical t-value (±1.976), so H_0 is rejected, indicating that product quality has a significant effect on purchase decisions; and (3) the test of the effect of perceived value shows a calculated t-value of 7.181 > the critical t-value (±1.976), so H_0 is rejected, meaning that perceived value has a significant effect on purchase decisions.

Determinations Test

Table 12.
Determinations Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832[a]	.692	.686	3.441

a. Predictors: (Constant), Perceived Value, Brand Image, Product Quality

Based on the table above, the coefficient of determination (R-squared) is 0.692. This indicates that the variables Brand Image, Product Quality, and Perceived Value account for 69.2% of the variation in the Purchase Decision variable, while the remaining 30.8% is influenced by other factors outside the research model that were not examined.

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The Influence of Brand Image, Product Quality, and Perceived Value on the Purchase Decision of the Honda Scoopy Automatic Motorcycle in Surabaya.

The first hypothesis (H1) in this study examines the simultaneous influence of brand image, product quality, and perceived value on purchase decisions. The empirical results show that these three variables collectively have a significant influence on consumers' purchase decisions regarding the Honda Scoopy. The validity of these findings is supported by the F-test results, where the calculated F-value (Fhitung) is greater than the critical F-value (Ftable): 109.403 > 2.670. Additionally, the results of the coefficient of determination (R^2) test show a value of 0.692 or 69.2%, meaning that the variables of brand image, product quality, and perceived value account for 69.2% of the variation in purchase decisions, while the remaining 30.8% is influenced by other factors outside the scope of this study.

These findings are also consistent with previous research conducted by Falhamdany and Ikaningtyas (2025), which stated that brand image, price, and product quality simultaneously have a positive and significant effect on purchase decisions. The similarity in these findings indicates that all three variables play a consistent role in influencing purchase decisions.

The Influence of Brand Image on the Purchase Decision of the Honda Scoopy Automatic Motorcycle in Surabaya.

The second hypothesis (H2) in this study examines the partial effect of brand image on purchasing decisions. The results of the data analysis indicate a positive and significant relationship between brand image and consumer purchasing decisions. This finding is supported by the calculated t-value (2.130) being greater than the critical t-value (1.976). Thus, it can be concluded that brand image influences the purchase decision for the Honda Scoopy automatic scooter in Surabaya. Based on these results, the Null Hypothesis (H0) is rejected and the second hypothesis (H2) is accepted.

Based on the research results, the majority of respondents assessed that the Honda Scoopy has an attractive design, is easily recognizable, and possesses distinctive characteristics compared to similar products. These findings align with the study conducted by Reynaldi and Nuvriasari (2024) titled "The Influence of Brand Image and Perceived Value on Purchasing Decisions with Brand Trust as a Mediator." This indicates that brand image is one of the factors influencing consumers' decisions when selecting products.

The Effect of Product Quality on the Purchase Decision of the Honda Scoopy Automatic Motorcycle in Surabaya.

The third hypothesis (H3) in this study examines the partial effect of product quality on purchasing decisions. The results of the data analysis indicate a positive and significant relationship between product quality and consumer purchasing decisions. This finding is supported by the calculated t-value (1.991) being greater than the critical t-value (1.976). Thus, it can be concluded that product quality influences the purchase decision for the Honda Scoopy automatic scooter in Surabaya. Based on these results, the Null Hypothesis (H0) is rejected and the third hypothesis (H3) is accepted.

Based on the research findings, the majority of respondents assessed that the Honda Scoopy has good performance, is comfortable to use, and is supported by adequate features. These findings align with the study conducted by Monika and Wediawati (2024) titled "The

Influence of Product Quality, Brand Image, and Price on the Purchase Decision of the Honda Scoopy Automatic Motorcycle in Samarinda City." This indicates that product quality is one of the factors influencing consumers' decisions when selecting a product.

The Effect of Perceived Value on the Purchase Decision of the Honda Scoopy Automatic Motorcycle in Surabaya.

The fourth hypothesis (H4) in this study examines the partial effect of the value perception variable on purchase decisions. The results of the data analysis indicate a positive and significant relationship between value perception and consumer purchase decisions. This finding is supported by the calculated t-value exceeding the critical t-value: 7.181 > 1.976. Thus, it can be concluded that perceived value influences the purchase decision for the Honda Scoopy automatic scooter in Surabaya. Based on these results, the Null Hypothesis (H0) is rejected, and the fourth hypothesis (H4) is accepted.

Based on the research findings, the majority of respondents assessed that using the Honda Scoopy provides a sense of satisfaction, boosts self-confidence, and offers benefits commensurate with the costs incurred. The research results support a previous study conducted by Ibrahim (2024) titled "The Influence of Perceived Value and Product Quality on Consumer Purchase Decisions in Marketplaces." This indicates that perceived value is one of the factors influencing consumers' purchasing decisions.

CONCLUSION

Brand image, Product quality, and perceived value have a significant effect on purchasing decisions. This is evidenced by the results of the F-test, which show that the calculated F-value is greater than the critical F-value, indicating that these three variables collectively influence purchasing decisions. Additionally, the coefficient of determination (R^2) indicates that the research model is able to explain most of the variation in purchasing decisions.

Brand image (X1) has a significant partial effect on purchasing decisions. This is demonstrated by the results of the t-test, where the calculated t-value is greater than the critical t-value, so the hypothesis is accepted. This means that a good brand image can increase consumers' tendency to make purchases.

Product quality (X2) has a significant partial effect on purchasing decisions. The results of the t-test show that the calculated t-value is greater than the critical t-value, so the hypothesis is accepted. This indicates that good product quality can encourage consumers to make purchasing decisions.

Perceived value (X3) has a significant partial effect on purchasing decisions. This is demonstrated by the results of the t-test, where the calculated t-value is greater than the critical t-value, so the hypothesis is accepted. Thus, the higher the perceived value felt by consumers, the greater the likelihood that consumers will make a purchase.

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