

The Influence of Product Quality, Promotion, and Brand Image on Honda Motorcycle Purchase Decisions at CV Medan Baru

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Abstract—This study examines the influence of product quality, brand image, and promotion on purchasing decisions. The purpose of this study is to determine and analyze the influence of product quality, brand image, and promotion on purchasing decisions for Honda motorcycles at CV Medan Baru. The data collection method used is a questionnaire. The population in this study is consumers who purchase Honda motorcycles at CV Medan Baru. This study will select 75 respondents using a non-probability sampling technique, while the purposive sampling method will be used. The analysis techniques used are Validity Test, Reliability Test, Classical Assumption Test (Normality Test (Kolmogorof Smirnov), (Multicollinearity Test), (Heteroscedasticity Test (Glejser Test), Multiple linear regression, F Test, Hypothesis Test (t-Test), and Determination Coefficient Analysis (R²) using SPSS 26 Software. The results of this study indicate (1) Product Quality has a significant effect on purchasing decisions. (2) Brand Image has a significant effect on purchasing decisions. (3) Promotion has a significant effect on purchasing decisions (4) product quality, brand image, promotion have a significant effect on purchasing decisions. The coefficient of determination obtained is 0.738 (73.9%). This shows that product quality, brand image and promotion have an influence on purchasing decisions by 73.9%, while the remaining 26.1% is explained by other variables.

Keywords: Product Quality; Promotion; Brand Image; Purchase Decision

1. INTRODUCTION

Today's dynamic and competitive business world demands that companies deliver high quality. Diverse desires and needs also require companies to meet consumer expectations. Companies must employ appropriate marketing strategies to survive and win the competition.

With technological advances and the high level of competition among automotive companies in product creation, this can lead to brand switching, as companies compete for market share. Companies are required to be more adaptable by combining various organizational functions. The current intense business competition has caused consumers to be more selective about the products they purchase. Facing this competition forces companies to develop strategies to win by developing and providing new products that better satisfy consumer needs and desires. Based on the ever-changing perspectives and desires of consumers, business owners are expected to understand consumer expectations, which are closely related to consumer behavior.

Basically, the higher the level of competition, the more choices consumers have. If the quality of the product produced is good, consumers tend to make repeat purchases, whereas if the product quality does not meet expectations, consumers will switch to other similar products. Consumers will be satisfied if their evaluation results show that the product they use is of high quality. Quality in the eyes of consumers is something that has its own scope that is different from the quality in the eyes of producers when releasing a product whose actual quality can be recognized. Product quality is formed by several indicators including ease of use, durability, clarity of function, variety of product sizes, and others. Product quality is the entire combination of product characteristics from marketing, engineering (planning), manufacturing (product) and maintenance that make the product used meet customer expectations. The description above concludes that to ensure that the product produced meets predetermined standards so that consumers will not lose trust in the product in question. All companies strive to build a brand image with as many strong, profitable, and unique brand associations as possible. Image is a collection of beliefs, ideas, and impressions held by a person about an object. Meanwhile, their image is the perception and beliefs held by consumers, as reflected in associations embedded in the consumer's memory (Mariana et al., 2024). If the object is a brand, it means that all beliefs, images, and impressions of the brand from a person constitute an image. The image exists, but it is not real or cannot be physically described, because the image exists only in the mind. Besides product quality and brand image, another factor that influences purchasing decisions is promotion. Promotion is a means of communication between sellers and buyers to convey the benefits and uses of a product.

Meanwhile, in the purchasing literature, four dimensions frequently emerge: consumer behavior, consumer perception, brand performance, and pricing strategy. During the purchasing process, consumers often consider brand image, store image, design, price, and product quality before making a purchase decision. Several perspectives have found a significant relationship between brand image, price, and product quality in purchasing decisions (Sander et al., 2021).

2. RESEARCH METHODS

2.1 Previous Studies

In this study, the authors include several previous studies that support this study to make it more comprehensive:

1. (Sewaka et al., 2023) entitled "The Influence of Brand Image on Product Marketability."

In modern companies, brand image has become a key driver of overall consumer perception of a particular product. Brand image has a significant influence and impact on consumer purchases. Therefore, the primary goal of marketing activities is to influence customer perceptions, attitudes, and behaviors toward a particular brand.

2. (Tamba et al., 2024) entitled "The Influence of Product Quality, Brand Image, and Promotion on Purchasing Decisions."

The purchasing decision is the stage in the process where consumers actually purchase a product. Before consumers decide to buy or use a product, they are confronted with an opinion-making process that forms the basis for product research. This process manifests itself in the advantages of the product being sold, leading to diverse and differing consumer opinions.

3. (May et al., 2024) with the research title "The Influence of Product Quality Promotion and Price on Purchasing Decisions at PT. Honda IDK."

Research results: Purchasing decisions are the thoughts generated by consumers when considering purchasing a product from a variety of product variations. Group purchasing decisions are driven by consumer behavior, both individually and collectively. Indicators of purchasing decisions include product choice, brand choice, distributor choice, purchase timing, and purchase amount.

4. (Sinaga et al., 2024) with the research title The Influence of Promotion and Brand Image on Honda Motorcycle Purchasing Decisions at PT. Indah Sakti Motorindos. The results of the study to determine the influence of promotion and brand image on Honda motorcycle purchasing decisions at PT. Indah Sakti Motorindo both partially and simultaneously. Where the increasing competition, there are more choices for consumers to choose products that suit their needs, therefore companies must follow developments in consumer behavior and be better at marketing their product sales.

2.2 Theoretical Framework

2.2.1 Brand Image

Brand image is a perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory (Tamba et al., 2024). Every business strives to build a strong brand image because of several benefits such as: ensuring more sales revenue as new customers are attracted to the brand, providing convenience for launching new products with the same brand, increasing brand awareness and value, increasing customer trust and existing brands they are loyal to their brand, and developing better business customer relationships (Sewaka et al., 2023).

An image or association represents a perception that may or may not reflect objective reality. The image formed from this association (perception) underlies consumers' purchasing decisions and even brand loyalty. Brand image encompasses knowledge and beliefs about the brand's attributes (cognitive aspects), the consequences of using the brand and the appropriate usage situations, as well as the evaluations, feelings, and emotions associated with the brand (affective aspects).

2.2.2 Buying decision

Generally, a lower price level will result in a greater quantity demanded. In other words, a lower price level will generally result in an increase in purchasing decisions (Grace, 2020). Consumers make many purchasing decisions every day, and purchasing decisions are the focus of marketers' efforts. (Dumarçay & Baicy, 2003) Purchasing decision making is an important sub-topic in the field of marketing, which studies how individuals, groups and organizations choose, buy, use and utilize goods, services and ideas or experiences in order to satisfy their needs and desires.

2.2.3 Product Quality

In running a business, the products and services sold must be of good quality or commensurate with the price offered. For a business or company to survive in the face of competition, particularly in terms of quality, the company must continuously improve the quality of its products or services. Improving product quality can lead to consumer satisfaction with the products or services they purchase, which in turn influences repeat purchases. Product quality has dimensions that can be used to analyze a product's characteristics. (Grace, 2020)

2.3 Framework of Thought

A conceptual framework is a relationship between concepts that forms a structure of thought. It can also be described as a miniature model that will be implemented later in the research descriptions (Darmalaksana, 2020).

Thus, a theoretical framework is a theory or concept that will serve as the basis for the research. The purpose of creating a conceptual framework is to facilitate the researcher's explanation of the research's intent.

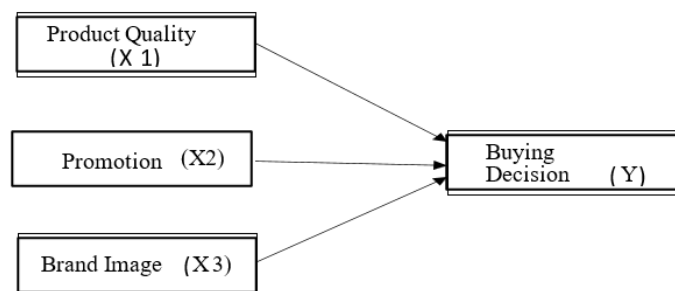


Figure 1. framework of thinking

2.4 Hypothesis

The research hypothesis is formulated based on an understanding of the process, specifically the media, foundations, and theories related to the case and phenomena being studied (Yam & Taufik, 2021). The author's hypothesis is:

H1: Product quality (X1) influences purchasing decisions (Y) for Honda Motorcycles.

H2: Promotion (X2) influences student satisfaction (Y) for Honda Motorcycles.

H3: Brand image (X3) influences student satisfaction (Y) for Honda Motorcycles.

H4: Product quality (X1), promotion (X2), and brand image (X3) influence student satisfaction (Y) for Honda Motorcycles.

2.5 Research Methods

Research or research comes from the word "re" which means to return and "searche" which means to look for, when combined into research, it means "to look again" (Muhajirin, 2024). What is being searched again? What is being searched for is something that is missing. Missing in this sense is something that is not present in a number of things that should be there. Research based on the nature of the data is divided into two categories, namely:

1. Qualitative Research

According to (Rijal, 2021), qualitative research is a type of research that seeks to understand the subject and experience what the subject experiences in everyday life. Qualitative research involves the researcher, enabling them to understand the context, situation, and setting of the natural phenomenon being studied.

2. Quantitative Research

Quantitative research is a type of research using survey methods. Quantitative research methods using a survey approach involve systematic data collection through survey instruments to gain a deeper understanding of social or behavioral phenomena. (Mariana et al., 2024).

2.6 Validity and Reliability Test of Research Measurement Tools

Validity is a product of validation. Validation is a process carried out by the developer or user of an instrument to collect empirical data to support the conclusions generated by the instrument's scores. Validity, on the other hand, is the ability of a measuring instrument to measure its intended purpose. According to (Fadkhurosi, 2023), validity testing is conducted using the Pearson Product Moment formula:

$$r_{hitung} = \frac{n(\sum XY - (\sum X)(\sum Y))}{\sqrt{\{n \cdot \sum X^2 - (\sum X)^2\} \{n \cdot \sum Y^2 - (\sum Y)^2\}}}$$

r_{hitung} = coefficient of relationship

$\sum X$ = number of item scores

$\sum Y$ = total score (items) n = number of respondents

The validity test criteria are as follows:

If the calculated $r > r$ table, then the research instrument is said to be valid.

If the calculated $r < r$ table, then the research instrument is said to be invalid.

The reliability of a measuring instrument is the instrument's consistency or consistency in measuring what it purports to measure. Reliability testing can refer to the Cronbach's Alpha (α) value, where a construct or variable is considered reliable if its Cronbach's Alpha (α) is greater than 0.6. The formula for the reliability test is as follows:

$$r_{\sigma} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma b^2}{t^2} \right)$$

r = instrument reliability

σ^2 = total variance

k = number of question items or question bank

$\sum \sigma b2$ = number of item variants

To analyze data on the relationship between the use of image media, and to determine whether there is a significant relationship between variable X and variable Y, the researcher used the Product Moment correlation formula, namely:

$$r_{xy} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{\{n \cdot \sum X^2 - (\sum X)^2\} \{n \cdot \sum Y^2 - (\sum Y)^2\}}}$$

r_{xy} = Correlation Index Number between variable X and variable Y
 $\sum X$ = number of variables X
 $\sum Y$ = number of variables Y
n = number of samples

Then the significance between variable X and variable Y is carried out with the criteria using r table at a significance level of 0.05. If the value is positive and r count $\geq$ r table then there is a significant relationship between variable X and variable Y, if r count $\leq$ r table then there is no significant relationship between variable X and variable Y.

3. RESULTS AND DISCUSSION

Validity testing is a test used to measure the validity of a questionnaire. A questionnaire is considered valid if the questionnaire statements are able to reveal what the questionnaire is intended to measure.

The validity test is calculated by comparing the calculated r value with the table r value for degrees of freedom (df) = n-2 (n is the number of samples). If the calculated r value is greater than the table r value, the indicator question is declared valid. Conversely, if the calculated r value is less than the table r value, the question or indicator is declared invalid. The calculated r value is obtained from the SPSS output, and this value is then compared with the table r value. The validity test results for the Product Quality variable are shown in Table 1 below:

Table 1. Validity Test Results

No	Variabel	Indicator	r Hitung	r Tabel	Information
1	Product Quality	X1.1	0,830	0.227	Valid
2		X1.2	0,817	0.227	Valid
3		X1.3	0.787	0.227	Valid
4		X2.1	0.806	0.227	Valid
5	Brand Image	X2.2	0.776	0.227	Valid
6		X2.3	0.786	0.227	Valid
7		X2.4	0.783	0.227	Valid
8		X2.5	0.724	0.227	Valid
9	Promotion	X3.1	0.710	0.227	Valid
10		X3.2	0.573	0.227	Valid
11		X3.3	0.772	0.227	Valid
12		X3.4	0.820	0.227	Valid
13	Buying decision	X3.5	0.843	0.227	Valid
14		Y1	0.863	0.227	Valid
15		Y2	0.844	0.227	Valid
16		Y3	0.778	0.227	Valid
17		Y4	0.739	0.227	Valid

From Table 1 it can be seen that all indicators used in this study have a correlation coefficient greater than r table = 0.227 so that all indicators in this study are declared valid.

A reliability test is a tool for measuring a questionnaire, which is an indicator of a variable or construct questionnaire is considered reliable if a person's answers to the questions are consistent or stable over time. The tool for measuring reliability is Cronbach's Alpha. A variable is considered reliable if the α result is > 0.70 .

Reliability testing is conducted by examining Cronbach's Alpha. A variable is considered reliable if the Cronbach's Alpha result is greater than 0.60, and conversely, if the Cronbach's Alpha result is less than 0.60, it is unreliable. The results of the reliability test can be seen in Table 2 below:

Table 2. Reliability Test Results

No	Variable/Indicator	Cronbach's Alpha	Description
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1.	Product Quality	0,733	Reliabel
2.	Brand Image	0,833	Reliabel
3	Promotion	0,783	Reliabel
4	Purchase Decision	0,832	Reliabel

The results above show that all variables have a Cronbach's Alpha value of above 0.60, so it can be said that all the measuring concepts for each variable in the questionnaire are reliable, and the items in each variable are suitable for use as measuring tools.

Normality testing was performed on regression residuals. The test was conducted using the Kolmogorov-Smirnov test.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test
Unstandardized
Residual

N	75
Normal Parameters ^{a,b}	Mean .0000000
	Std. Deviation 1.44363426
Most Extreme Differences	Absolute .082
	Positive .051
	Negative -.082
Test Statistic	.082
Asymp. Sig. (2-tailed)	.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed primary data, 2024

Based on Table 3 above, it can be seen that the Asymp. Sig. (2-tailed) value is 0.200 with a probability greater than $\alpha = 0.05$. Therefore, it can be concluded that the research data is normally distributed.

Multicollinearity testing is performed to determine whether there is correlation between independent variables in the regression model. Data are considered free of multicollinearity if the tolerance value is > 0.1 and the VIF is < 10 .

Tabel 4. Hasil Uji Multikoloniaritas
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.662	1.060		.624	.534		
KualitasProduk_X1	.155	.122	.123	1.271	.208	.379	2.640
CitraMerek_X2	.199	.084	.253	2.377	.020	.312	3.209
Promosi_X3	.468	.075	.564	6.230	.000	.430	2.325

a. Dependent Variable: PurchaseDecision_Y

Source: Processed primary data, 2024

Table 4 shows that the tolerance values between the independent variables are greater than 0.1 for product quality, brand image, and promotion, and the Variance Inflation Factor (VIF) is less than 10. These results indicate no correlation between the independent variables. Therefore, the regression model does not exhibit multicollinearity, making it suitable for use and can proceed to the next testing stage, as it meets the multicollinearity assumptions.

Multiple linear regression analysis aims to determine the influence of independent and dependent variables. The results of the regression test are as follows:

Table 5. Results of Multiple Linear Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.662	1.060		.624	.534		
KualitasProduk_X1	.155	.122	.123	1.271	.208	.379	2.640

CitraMerek X2	.199	.084	.253	2.377	.020	.312	3.209
Promosi X3	.468	.075	.564	6.230	.000	.430	2.325

a. Dependent Variable: PurchaseDecision_Y

Source: Processed primary data, 2024

Based on Table 5 above, the results of the multiple linear regression analysis calculation yield the following equation:

$$Y = 0.123 X1 + 0.253 X2 + 0.564 X3$$

The regression coefficients of all independent variables have positive coefficient signs, as expected.

The t-test is used to determine whether the independent variables, either partially or individually, have a significant effect on the dependent variable. The criteria used are comparing the calculated t-value and the 0.05 significance level. If the calculated t-value is greater than the table value and the significance level is less than 0.05, then Ho is rejected and Ha is accepted.

Table 6. Results of the T-Statistic Test

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics			
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.662	1.060		.624	.534		
	KualitasProduk_X1	.155	.122	.123	1.271	.208	.379	2.640
	CitraMerek_X2	.199	.084	.253	2.377	.020	.312	3.209
	Promosi_X3	.468	.075	.564	6.230	.000	.430	2.325

a. Dependent Variable: PurchaseDecision_Y

Source: Processed primary data, 2024

Simultaneous hypothesis testing was conducted to determine the significance of the influence of all independent variables (product quality, brand image, promotion) on the dependent variable (purchase decision). The results of the F-test can be seen in Table 7 below:

Table 7. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	461.165	3	153.722	70.770	.000 ^b
	Residual	154.222	71	2.172		
	Total	615.387	74			

a. Dependent Variable: Purchase Decision_Y

b. Predictors: (Constant), Promotion_X3, Product Quality_X1, Brand Image_X2

Source: Processed primary data, 2024

Based on Table 7 above, the results of the ANOVA Test or F Test can be seen that the calculated F value of 54.843 > F table value of 2.73 and a significance value of 0.000 (<0.05) which means that Ho is rejected and conversely Ha is accepted. This shows that product quality, brand image and promotions studied simultaneously have a significant effect on purchasing decisions at a 95% confidence level.

3.1 Discussion

The results of the study indicate that the product quality variable (X1) has a positive and significant effect on purchasing decisions (Y). This means that better product quality increases purchasing decisions. The first factor influencing purchasing decisions is product quality. An attractive product appearance can attract consumer interest and lead to a purchase decision.

The results of the study show that the Brand Image variable (X2) has a positive and significant influence on purchasing decisions (Y). This means that a better brand image will increase purchasing decisions. The second factor influencing purchasing decisions is brand image. Companies must strive to create a good reputation for their products in the eyes of consumers.

The results of the study indicate that the promotion variable (X3) has a positive and significant effect on purchasing decisions (Y). This means that better promotions will increase purchasing decisions. The third factor influencing purchasing decisions is promotion. Promotion is one strategy to attract consumer interest, such as offering attractive gifts to consumers when purchasing a product.

4. CONCLUSION

Based on the results of the data analysis conducted on all the data obtained, the following conclusions can be drawn: Product quality has a positive and significant effect on the decision to purchase a Honda motorcycle at CV Medan Baru, Brand image has a positive and significant effect on the decision to purchase a Honda motorcycle at CV Medan Baru, Promotion has a positive effect on the decision to purchase a Honda motorcycle at CV Medan Baru.

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