



The Influence of Price and Brand Image on Motorcycle Purchase Decisions at Honda Maju Motor Prabumulih

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ABSTRAK

This study aims to analyze the influence of price and brand image on motorcycle purchasing decisions at Honda Maju Motor Prabumulih. This research employed a quantitative method with a sample of 93 respondents selected using the Slovin formula. The data were analyzed using multiple linear regression with SPSS version 23. The results indicate that both price and brand image have a positive and significant effect, both partially and simultaneously, on purchasing decisions. The coefficient of determination (Adjusted R Square) of 0.430 shows that 43% of purchasing decisions are explained by price and brand image, while the remaining 57% is influenced by other factors outside this study. Therefore, price and brand image are important factors in improving consumers' purchasing decisions at Honda Maju Motor Prabumulih.

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Introduction

Honda Maju Motor Prabumulih is present as one of the main distribution pillars at the regional level which contributes to maintaining Honda's market share dominance. Since its establishment in 2012, dealer It has built a solid reputation through a very strategic operational location in the center of community activities, making it easy for consumers to acquire vehicle units and after-sales services. This geographical advantage, supported by responsive service management, has triggered sales trends that continue to increase consistently from year to year (Prabumulih: Honda Maju Motor, 2026). Honda Maju Motor Prabumulih's success in maintaining sales volume growth in the midst of increasingly fierce market competition shows high consumer confidence, as well as making it a relevant research object to examine marketing strategies and customer satisfaction in the two-wheeled vehicle industry (Prabumulih: Honda Maju Motor, 2026).

Table 1. Sales Data of Honda Maju Motor Prabumulih in 2023- 2025

Year	Total Sales (Unit)	Rise (Unit)	Percentage Rise
2023	1.509	-	-
2024	1.907	398	26,37%
2025	2.123	216	11,33%

Source : Honda Maju Motor Prabumulih Sales Data

The strategic success of Honda Maju Motor Prabumulih is clearly reflected in its sales performance which shows a consistent positive trend. Based on the company's internal data for the period 2023 to 2025, it was recorded that significant sales volume growth from 1,509 units in 2023 increased to 1,907 units in 2024, and reached a peak of 2,123 units in 2025. With an average annual growth of 18.85% (Prabumulih: Honda Maju Motor, 2026).

Table 2.Recapitulation of Cash Sales at Honda Maju Motor Prabumulih for the 2023-2025 Period

Year	Total Sales Dealer	Percentage Rise
2023	382 units	-
2024	406 units	6,28%
2025	517 units	27,34%

Source: Honda Maju Motor Prabumulih Sales Data

Based on Table 1.4, it can be seen that the sales of motorcycles in cash at Honda Maju Motor Prabumulih have increased every year. In 2023, the number of cash sales was recorded at 382 units. Furthermore, in 2024, it will increase to 406 units or an increase of

6.28%. A higher increase occurred in 2025, reaching 517 units, so there was an increase of 27.34% compared to the previous year. This positive trend confirms the strategic role of dealers as the main driving force for business that increasingly dominates the market year by year (Basri, M. & Hasanai Ahmad, 2024). Price as a key variable is often the determinant in emerging markets such as Indonesia, where cost sensitivity is high. Rational consumers tend to choose products with value for money high, which is the balance between the price and the benefits obtained. In the concept of reasonable price (fair price/thamanul mithli) is the main pillar to create socio-economic justice and prevent exploitation (zhalim). As explained in QS. An-Nisa Verse 29 which means:

"O you who have believed, do not eat your neighbor's property in a wrong way, except in the form of business on the basis of mutual will among you. Do not kill yourselves. Indeed, Allah is Most Merciful to you". This verse explains that Allah SWT forbids eating the property of others in an unlawful way, except through mutually pleasing trade. This verse is the foundation that prices must be reasonable and fair so that no party is wronged, based on an agreement between the seller and the buyer, and in accordance with the correct trade ethics. Thus, making a living through halal and transparent channels not only brings economic benefits but also blessings in life. In addition to the price factor, brand image plays a vital role as a mental representation of consumers towards a product or company. Brand image encompasses a set of beliefs, ideas, and impressions that consumers have that are formed through product experience and marketing communication strategies. Brands that have a positive image and a strong reputation in the eyes of the public tend to gain consumer trust more easily, which ultimately triggers loyalty and repeat purchase decisions. In the automotive industry, brands that have long been known for their toughness and quality are often the main choice of consumers because they are considered able to provide security and prestige guarantees for their users (Fandy Tjiptono, 2019)

The purchase decision is a crucial stage where consumers choose and buy products from a variety of alternatives to meet their needs, influenced by product quality, price, and marketing strategies. Effective marketing strategies, such as proper promotion and location, are essential to the sustainability of the company and influence consumer behavior, where individuals choose to purchase the most preferred brands from a variety of available alternatives (Philip Kotler and Kevin Lane Keller, 2016). Some previous studies have also shown different results regarding the influence of price and brand image on customer satisfaction. Research by Sari and Hidayat. "Analysis of Two-Wheeled Vehicle Purchase Decision Factors" uses multiple linear regression quantitative methods, concluding that price does not have a significant effect on purchase decisions because consumers prioritize functional value (Indah Sari and Taufik Hidayat, 2021). On the other hand, Pratama in his research entitled "The Influence of Brand Image and Price on Consumer Buying Interest" using the survey method, found that price is the most dominant variable compared to brand image (Aditya Pratama, 2022). This difference in

results (gap) shows that the influence of price and brand image is situational and depends on the characteristics of the region and market segment. Therefore, this study aims to fill this gap by re-examining the influence of the two variables on different locus, namely Honda Maju Motor Prabumulih, in order to obtain empirical certainty in the midst of local market dynamics (Aditya Pratama, 2022).

Method

The research method used in this study is the quantitative research method, which is research with tools to process data using statistics, therefore the data obtained and the results obtained are in the form of numbers. Quantitative research emphasizes on objective results, through the dissemination of questionnaires, data can be obtained objectively and tested using the validity and reliability process. To be able to assess the problem to be studied, quantitative research divides the components of the problem into several variables and each variable is determined with a different symbol according to the needs or problems to be studied by the researcher. The population in this study is all consumers who buy motorcycles in cash at Honda Maju Motor Prabumulih over the last 3 years (2023–2025), namely 1,305 consumers. Sampling in this study was carried out using the Slovin formula with a margin of error of 10% (0.1), the sample needed was 93 people.

Table 3. Variable Operations

Yes	Variable Research	Variable Definition	Indicator	Scale
1	Price (X1)	An amount of money charged for a product or service, or the sum of the values of the values exchanged by customers to benefit and own or use a Products & Services.	Ar-Ridha, Based on healthy competition (fair competition).. Honesty (Honesty) Openness (transparency) and justice (justice).	Likert Scale

2	Brand Image (X2)	Brand image or brand image is a perception or impression that is formed in the consumer's mind towards a brand, which encompass brand associations, strengths, and uniqueness	Honesty of Information Trust (Trust). Benefits Promotional Ethics	Likert Scale
3	Purchase Decision (Y)	The purchase decision is Selection process actions of Alternatives that exist to meet needs that involves the introduction of Problems, searches Information, Evaluation alternative s, purchase decisions, and Behavior purchases.	Aspects Halal and Toyib Need vs. Want Priority Optimization Maslahah Principle Simplicity Integrity and Transparency	Likert Scale

Results and Discussion

Research instruments are tools used to measure observed natural and social phenomena. Specifically, all of these phenomena are called research variables (Sugiono, 2016). For the purpose of quantitative method analysis, the author uses the likert scale used as a scale to measure the purchase decision of honda in honda maju motor Prabumulih. Validity Test is a measure that shows the level of level that shows the levels of validity of an instrument. A valid instrument has high validity, on the other hand, a less valid instrument means that it has low validity (M. Sandu Siyuto, 2015). If r is calculated to be greater than r of the table then it is declared valid. If r counts are smaller than r tables, it is declared invalid.

Table 4. Statement Items

Yes	Variable	Statement Items	R Table	R Count	Ket
1	Pricing	Statement 1	0,203	0,600	Valid
		Statement 2	0,203	0,621	Valid
		Statement 3	0,203	0,705	Valid
		Statement 4	0,203	0,656	Valid
		Statement 5	0,203	0,379	Valid
		Statement 6	0,203	0,421	Valid
		Statement 7	0,203	0,346	Valid
		Statement 8	0,203	0,529	Valid
		Statement 9	0,203	0,620	Valid
		Statement 10	0,203	0,698	Valid
2.	Brand Image	Statement 1	0,203	0,615	Valid
		Statement 2	0,203	0,615	Valid
		Statement 3	0,203	0,355	Valid
		Statement 4	0,203	0,328	Valid
		Statement 5	0,203	0,582	Valid
		Statement 6	0,203	0,316	Valid
		Statement 7	0,203	0,394	Valid
		Statement 8	0,203	0,520	Valid
		Statement 9	0,203	0,545	Valid
		Statement 10	0,203	0,488	Valid
3.	Purchase Decision	Statement 1	0,203	0,632	Valid
		Statement 2	0,203	0,386	Valid
		Statement 3	0,203	0,413	Valid
		Statement 4	0,203	0,486	Valid
		Statement 5	0,203	0,581	Valid
		Statement 6	0,203	0,447	Valid
		Statement 7	0,203	0,3344	Valid
		Statement 8	0,203	0,500	Valid

Yes	Variable Statement Items	R Table	R Count	Ket
	Statement 9	0,203	0,640	Valid
	Statement 10	0,203	0,509	Valid

Source : SPSS 23 Data Processing Results

Based on table 4 above, it can be seen that all statement items from the variables Price (X1), *Brand Image* (X2) and Purchase Satisfaction (Y) in this study are declared valid because R table < R Calculate, thus the statements in this questionnaire can be used as a data collection instrument.

Reliability test

Reliability Test is a testing technique that deals with the degree of consistency and stability of data. In the positivistic view, a data is declared reliable if two or more researchers in the same object produce the same data or the same researchers at different times produce the same data, or a group of data when broken into two shows data that is not different. Basis for decision-making (Sugiono, 2016).

If Cronbach's alpha value > 0.60 then the Reliable Instrument

If Cronbach's alpha value < 0.60 then the Instrument is Not Reliable

Table 5. Realistic Tests

Variable	Cronbach's Alpha	N Of Item	Remarks
Price (X1)	0,751	10	Realistic
<i>Brand Image</i> (X2)	0,616	10	Realistic
Verdict Purchase (Y)	0,636	10	Realistic

Source : SPSS 23 Data Processing Results

Based on the table above, it can be seen that Cronbach's Alpha Price (X1) value is $0.751 > 0.60$, *Brand Image* (X2) is $0.616 > 0.60$, and the Purchase Decision (Y) is $0.636 > 0.60$, then it can be concluded that the instrument of these variables used in this study is declared reliable.

Multiple Linear Regression Test

This analysis was carried out to examine whether there is a causal relationship between the two variables or to examine the extent of the influence between independent

variables, namely promotion and product prices, on the dependent variable, namely customer satisfaction.⁵⁴ As for the formula used:

$$Y=a+b_1X_1+b_2X_2+e$$

Table 6. Multiple Linear Regression Tests

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.064	3.861		2.866	.005		
	Harga	.187	.065	.234	2.895	.005	.966	1.035
	Brand Image	.557	.079	.571	7.051	.000	.966	1.035

a. Dependent Variable: Keputusan Pembelian

Source : Spss Data Processing Results 23

Based on the results of data processing using the SPSS program, the results of the multiple linear regression test were obtained as shown in the Coefficients Table. The regression equations obtained are as follows:

$$Y = 11.064 + 0.187X_1 + 0.557X_2$$

Description:

Y = Purchase Decision

X₁ = Price

X₂ = Brand Image

The constant (α) of 11.064 indicates that if the variables Price (X₁) and Brand Image (X₂) are considered constant or zero, then the value of the Purchase Decision is 11.064. The regression coefficient of the Price variable (X₁) of 0.187 has a positive value. This indicates that any increase in the Price variable by one unit will increase the Purchase Decision by 0.187 units, assuming the Brand Image variable is fixed. A positive coefficient indicates that the better the consumer's perception of the price offered, the more purchase decisions will be made. The regression coefficient of the *Brand Image* variable (X₂) of 0.557 is also positive. This means that any increase in *Brand Image* by one unit will increase the Purchase Decision by 0.557 units, assuming a fixed Price variable. The value of this coefficient is greater than the Price variable, so it can be said that Brand Image is a variable that has a more dominant influence on the Purchase Decision.

Test Coefficient of Determination (R²)

According to the Dertmination Coefficient (R²), it aims to measure the ability of independent variables to explain the defender variable. The relationship between the indefensible and the defendant's variables is measured by the correlation coefficient. The determination coefficient can be seen through the R-square value (R²) in the Model

Summary table. The higher the R² value means the better the prediction model of the proposed research model. The value of the coefficient of determination is between 0. If the value is close to 1, it means that the independent variable provides almost all the information needed to predict the dependent variable. If the value of R² is getting smaller, it means that the ability of the independent variable to explain the dependent variable is quite limited. In this study, R² was used to determine how much the influence of Price (X₁), brand image (X₂) on Purchase Decisions (Y).

Table 7. Interval Coefficient

Interval Coefficient	Relationship Level
0,80– 1,000	Very Powerful
0,60– 0,799	Strong
0,40– 0,599	Quite Powerful
0,10– 0,399	Low

Source: Sugiyono, 2028

Table 8. Result Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.656 ^a	.430	.417	2.664	1.513

a. Predictors: (Constant), Brand Image, Harga

b. Dependent Variable: Keputusan Pembelian

Source : SPSS 23 Data Processing Results

Based on the results of multiple linear regression analysis using SPSS in the Model Summary Table, an R value (correlation coefficient) of 0.656 was obtained. This value shows that the relationship between the variables Price (X₁) and Brand Image (X₂) on Purchase Decision (Y) is in the strong category, because it is in the interval of 0.60–0.799. Based on the results of the determination coefficient (R²) test, it can be concluded that the Price and Brand Image variables simultaneously have the ability to explain the Purchase Decision variable of 43.0%, while the remaining 57.0% are influenced by other factors outside the research model. Thus, the regression model used in this study is quite good to explain the influence of Price and Brand Image on Purchase Decisions.

Hypothesis Test

A hypothesis is a provisional statement or conjecture submitted by the researcher as an initial answer to the formulation of the research problem. The t-test is a test to determine the partially independent variable to the dependent variable, in this study the

t-test is used to determine the influence of price and brand image on the purchase decision at Honda Maju Motor prabumulih. Decision-making criteria:

If t is calculated larger than t in the table, then it is declared to have a significant effect If t is smaller than t in the table, it is declared to have no significant effect.

Table 9. T-Test Results (Partial)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.064	3.861		2.866	.005		
	Harga	.187	.065	.234	2.895	.005	.966	1.035
	Brand Image	.557	.079	.571	7.051	.000	.966	1.035

a. Dependent Variable: Keputusan Pembelian

Source : SPSS Data Processing Results 23

The Price variable has a calculated t-value of 2.895 with a significance value of 0.005. Because the significance value is $0.005 < 0.05$, it can be concluded that Price has a positive and significant effect on the Purchase Decision. Thus, the hypothesis that the Price has an effect on the Purchase Decision is accepted. The Influence of Brand Image on Purchase Decisions the Brand Image variable has a calculated t-value of 7.051 with a significance value of 0.000. Because the significance value is $0.000 < 0.05$, it can be concluded that Brand Image has a positive and significant effect on the Purchase Decision. Thus, the hypothesis that the Brand Image has an effect on the Purchase Decision is accepted. In addition, based on the value of . This shows that Brand Image is the most dominant variable influencing Purchase Decisions, because it has a greater Beta value than the Price variable

The F test basically shows how far an independent variable individually influences in explaining the overall or simultaneous variation of the dependent variable. The F test is used to determine whether all the independent variables included in the model have a combined influence on the dependent variables. The F test can be assessed using a significance level of 0.05 (5%). If the significant value > 0.05 then the regression coefficient is not significant. This means that simultaneously the two independent variables do not have a significant influence on the dependent variables. If the significant value ≤ 0.05 then the regression coefficient is significant. This means that simultaneously the two independent variables have a significant influence on the dependent variables.

Table 10. F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	481.511	2	240.755	33.929	.000 ^b
	Residual	638.618	90	7.096		
	Total	1120.129	92			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image, Harga

Source : SPSS Data Processing Results 23

Based on the results of the simultaneous test (F Test), an F value of 33.929 was obtained with a significance value of 0.000. Since the F calculation is larger than the F table ($33.929 > 3.10$) and the significance value is smaller than 0.05 ($0.000 < 0.05$), it can be concluded that the variables Price (X_1) and Brand Image (X_2) together have a positive and significant effect on the Purchase Decision (Y). Thus, the research hypothesis that price and brand image simultaneously affect the Purchase Decision are accepted.

Discussion

Based on the results of the partial test (t-test), the Price variable (X_1) has a calculated t-value of 2.895 with a significance value of 0.005. Because the significance value is smaller than 0.05 ($0.005 < 0.05$), it can be concluded that the price variable has a positive and significant effect on the decision to purchase a motorcycle on Honda Maju Motor Prabumulih. Thus, the first hypothesis (H_{a1}) that states that price has an effect on the purchase decision is accepted. The results of this study show that the better the consumer's perception of the price offered, the higher the consumer's tendency to make a purchase decision. Prices that are considered to be in accordance with the benefits, product quality, and financial capabilities of consumers will create a perception of value (*perceived value*) positive. This finding is in line with the theory put forward by Philip Kotler and Kevin Lane Keller, which states that price is the amount of money that consumers must pay to benefit from a product or service. Therefore, price is one of the important factors in the consumer purchase decision-making process (Philip Kotler and Kevin Lane Keller, 2016).

The results of this research can also be explained through the concept of fair price. Lukman Hakim stated that the sale and purchase transaction must be based on the principles of willingness, honesty, openness, and fairness between the seller and the buyer (Lukman Hakim, 2012). Thus, the price applied by Honda Maju Motor Prabumulih

is perceived by consumers as a reasonable, transparent, and in accordance with the benefits obtained. The results of this study also support previous research conducted by Febriana which found that price has a positive and significant effect on the purchase decision of Honda motorcycles (Febriana, 2026).

Thus, it can be concluded that price is one of the important factors that affect consumers' purchasing decisions at Honda Maju Motor Prabumulih. Consumers tend to choose products that have a price that matches their quality, benefits, and financial capabilities. The better the consumer's perception of the price, the higher the likelihood of consumers buying a Honda motorcycle. Based on the results of the partial test (t-test), the Brand Image (X_2) variable has a calculated t-value of 7.051 with a significance value of 0.000. Because the significance value is less than 0.05 ($0.000 < 0.05$), it can be concluded that brand image has a positive and significant effect on the decision to purchase a motorcycle on Honda Maju Motor Prabumulih. Thus, the second hypothesis (H_{a2}) is accepted. The results of this study show that the more positive the Honda brand image in the eyes of consumers, the higher the tendency of consumers to make purchase decisions. Consumers tend to choose brands that have a good reputation, are trusted, are widely known, and are considered to be able to provide satisfactory product quality. In this study, Honda's brand image proved to be the most dominant factor in influencing purchase decisions. This can be seen from the Standardized Coefficients (Beta) value of 0.571, which is greater than the price variable which is only 0.234. Thus, it can be said that brand image has a stronger influence than price in encouraging consumers to buy Honda motorcycles.

Consumers of Honda Maju Motor Prabumulih are likely to have the perception that the Honda brand is synonymous with good quality, fuel economy, has a wide service network, parts that are easy to obtain, and a high resale value. This positive perception creates trust and reduces the risks felt by consumers when making purchases. In the perspective of sharia economics, *Brand image* not only built through promotion, but must also be based on moral values such as *Siddiq* Trustworthy, trustworthy, *Fathonah* (intelligent), and *Tabligh* (communicative). Tate Agape Bawana explained that the brand image in sharia marketing must be built based on information honesty, consumer trust, product benefits, and good promotional ethics (Tate Agape Bawana et al., 2020). Thus, *Brand image* Honda's positive can reflect that consumers value the brand as a trusted, quality, and beneficial brand for its users. This is in accordance with the principles of sharia marketing which emphasizes the importance of honesty and trust in building long-term relationships with consumers. The results of this study also support previous research conducted by Maleaki which stated that *Brand image* has a positive and significant effect on the purchase decision of Honda motorcycle (Malaya, 2025). In addition, research by Sinaga also found that *Brand image* has a significant influence on consumer purchasing decisions (Stuart, 2025).

Thus, it can be concluded that *Brand image* is a very important and dominant factor in influencing consumer purchase decisions at Honda Maju Motor Prabumulih. The better the image of the Honda brand in the eyes of consumers, the higher the trust and tendency of consumers to choose Honda motorcycles over competing brands. Based on the results of the simultaneous test (F test), an F value of 33.929 was obtained with a significance value of 0.000. Since the calculated value of F is greater than the F of the table ($33.929 > 3.10$) and the significance value is smaller than 0.05 ($0.000 < 0.05$), it can be concluded that the variables Price (X_1) and Brand Image (X_2) together have a positive and significant effect on the Purchase Decision (Y). Thus, the third hypothesis (H_{a3}) is accepted. These results show that consumers' purchasing decisions are not only influenced by one factor, but are influenced by a combination of price and brand image. Price provides rational or economic considerations, while brand image provides psychological and emotional considerations for consumers.

Fandy Tjiptono and Gregorius Chandra explain that the combination of competitive pricing and a strong brand image will have a greater influence on consumer purchasing decisions than if the two factors stand alone (Fandy Tjiptono, 2019). In this study, the results of the determination coefficient test showed an Adjusted R Square value of 0.430. This means that the price variable and brand image together are able to explain 43.0% of the variation in consumer purchasing decisions. Meanwhile, the remaining 57.0% was influenced by other factors outside the research model, such as product quality, promotion, dealer location, services, financing facilities, family recommendations, and other social factors. In the perspective of sharia economics, the purchase decision is not only based on the consideration of material profits, but also considers the *Maslahah* (usefulness), fairness, honesty, and blessing in transactions. Muslim consumers tend to choose products that provide benefits, as needed, are not excessive, and are obtained through transparent and fair transactions (Lukman Hakim, 2012).

Therefore, when Honda Maju Motor Prabumulih is able to offer a reasonable and competitive price, and is supported by a strong and trusted brand image, consumers will have higher confidence to make a purchase. The combination of these two factors has a significant influence on shaping consumer purchasing decisions. The results of this study are also in line with previous research conducted by Febriana which stated that price and brand image simultaneously have a positive and significant effect on the purchase decision of Honda motorcycles (Febriana, 2026). Thus, it can be concluded that price and brand image together are important factors in improving consumer purchase decisions at Honda Maju Motor Prabumulih. However, based on the beta coefficient value, brand image is the most dominant variable in influencing purchase decisions. Therefore, the company needs to maintain a positive Honda brand image, while still offering competitive prices and in accordance with the benefits that consumers receive.

Conclusion

Price has a positive and significant effect on the decision to purchase a motorcycle on Honda Maju Motor Prabumulih. This is evidenced by a calculated t-value of 2.895 and a significance value of 0.005 (< 0.05), so that the first hypothesis is accepted. *Brand Image* has a positive and significant effect on the decision to purchase a motorcycle at Honda Maju Motor Prabumulih. This is evidenced by a calculated t-value of 7.051 and a significance value of 0.000 (< 0.05). The *Brand Image* variable is also the most dominant variable influencing purchase decisions based on the *Standardized Beta* value of 0.571. Price and *Brand Image* simultaneously have a positive and significant effect on the decision to purchase a motorcycle on Honda Maju Motor Prabumulih. This is evidenced by the calculated F value of 33.929 with a significance level of 0.000 (< 0.05). Both variables were able to explain the purchase decision by 43%, while 57% were influenced by other variables outside the study

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