

The Role of Brand Image in Mediating Price and Trust Towards Yamaha Motorcycle Purchase Decisions (Case Study Of ITB Indragiri Students)

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ABSTRACT

Purchasing decisions are key to business success. Purchasing decisions are inextricably linked to brand image, price, and trust. The purpose of this study is to determine the influence of price and trust on brand image, to determine the influence of price, trust and brand image on purchasing decisions, to determine the role of brand image in mediating price and trust on purchasing decisions for Yamaha motorbikes (case study on ITB Indragiri students). This study employed quantitative methods, using path analysis and primary data sources. The sample size was 99 respondents. The results of the study show that price has an effect on brand image (sign value $0.000 < 0.05$), trust has an effect on brand image (sign value $0.003 < 0.05$), Price has no effect on purchasing decisions (sign value $0.645 > 0.05$), trust has an effect on purchasing decisions (sign value $0.014 < 0.05$), brand image has an effect on purchasing decisions (sign value $0.000 < 0.05$). Brand image mediates the effect of price and trust on purchasing decisions (one-tailed probability and two-tailed probability sig values < 0.05).

INTRODUCTION

The automotive industry, particularly motorcycles, plays a vital role in supporting the mobility of Indonesians. With its vast geographical location and unequal public transportation infrastructure, two-wheeled vehicles have become the most efficient transportation solution for the majority of the population. Not only in urban areas, but also in semi-urban and rural areas, motorcycles offer unmatched practicality for daily activities.

According to data from the Indonesian Motorcycle Industry Association (AISI), domestic motorcycle sales have reached more than 5 million units per year in the last decade, even reaching 7 million units at its peak. This number reflects the high level of public dependence on motorcycles as a primary means of transportation. Motorcycles are no longer just personal vehicles, but have become a means of employment for online motorcycle taxis, micro-logistics, street vendors, students, and daily workers.

This phenomenon is also driven by shifts in people's lifestyles, which increasingly demand high mobility and short travel times. In major cities like Jakarta, Surabaya, and Pekanbaru, traffic congestion is a serious problem, demanding time and cost efficiency. This is where motorcycles play a strategic role: their small size allows for greater maneuverability, their fuel consumption is relatively efficient, and their purchase price is more affordable than cars.

In the context of business competition, the Indonesian motorcycle industry is dominated by several major brands, including Honda, Yamaha, Suzuki, and Kawasaki. Of these four, Honda and Yamaha have consistently dominated the market share. Data from the Indonesian Automotive Industry Association (AISI) shows that over the past five years, Honda's market share has consistently exceeded 70%, while Yamaha's has controlled around 20%–25% of the national market. Despite this, Yamaha remains the only major competitor that has consistently maintained its presence, primarily due to the strength of its product innovation.

Yamaha is known as a manufacturer that aggressively introduces the latest technology, attractive designs, and a wide range of product variants. Since its inception in Indonesia in 1974, Yamaha has successfully established an image as a motorcycle brand targeting the youthful, dynamic, and sporty segment. Its products, such as the Yamaha RX-King, Mio, Vixion, and NMAX, have become icons of their time and solidified Yamaha's position as a brand with strong emotional appeal in the hearts of its consumers.

However, in recent years, new challenges have emerged for Yamaha in maintaining its competitiveness. Consumers are increasingly discerning and selective in their choices. Attractive design or good engine performance are no longer sufficient; they also demand fuel efficiency, driving comfort, easy serviceability, safety features, and easy credit financing. Furthermore, the digital era has transformed consumer behavior, with product information searches, user reviews, and promotional content heavily influenced by digital platforms and social media.

This situation requires Yamaha to focus not only on product quality but also on understanding consumer mindsets and motivations when making

purchasing decisions. Purchasing decisions themselves are the result of a complex mental process involving various considerations, both rational and emotional. Consumers will compare several product alternatives based on specific attributes before ultimately selecting the one they deem most suitable for their needs.

In marketing studies, understanding how consumers make purchasing decisions is one of the most critical and complex elements. This process is not linear or simple, but rather consists of several stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Each stage is influenced by a variety of external and internal factors.

Indonesian consumers, particularly when purchasing motor vehicles, are heavily influenced by family economic factors, social references, and brand image built through advertising and collective experiences. Brand choices are not only about function but also about lifestyle and identity. For example, someone who chooses a Yamaha NMAX isn't just buying a vehicle, but also about style, status, and comfort.

Yamaha understands this quite well. Its marketing strategy often emphasizes superior technical features as well as the emotional value offered. Taglines like "Live on The Higher Stage" or "Revs Your Heart" target consumers' emotions and aspirations, not just functional logic. However, the effectiveness of these brand messages remains highly dependent on local context, market perception, and the product's actual performance in the field.

Furthermore, in recent years, consumer behavior has undergone significant changes due to the digital transformation. Information about motorcycles is no longer solely controlled by manufacturers or distributors. Now, prospective buyers tend to search for reviews on YouTube, read testimonials on automotive forums, join communities on social media, and even compare prices and promotions through e-commerce. This means that purchasing decisions are influenced not only by conventional promotions but also by digital word of mouth and user-generated content.

Yamaha also faces challenges from its main competitors, particularly Honda, which is known for its aggressive distribution, promotion, and innovation of mass-market products. Honda has a vast network of authorized dealers and workshops, making it more accessible to the wider public. Furthermore, models like the Vario, Beat, and PCX have successfully created a perception of stable, economical, and "safe" products for all groups.

Unlike Honda, which targets the "general" consumer segment with a functional approach, Yamaha tends to position itself as a brand with lifestyle values and higher performance. This strategy brings its own advantages in certain segments, such as the NMAX, which has successfully dominated the premium scooter market. However, this position also carries risks, as consumers in the premium segment tend to be more critical of quality, comfort, and after-sales reputation.

Consumer behavior studies also show that brand trust plays a significant role in purchasing decisions. This trust is built through direct and indirect

experiences with the product, including the quality of service, after-sales service, and the ease of obtaining spare parts. Unfortunately, one of the challenges Yamaha has faced is the disparity in after-sales service between regions. This indirectly impacts brand image and customer loyalty.

On the other hand, price remains one of the most critical determinants. While some consumers are willing to pay more for advanced design and features, the Indonesian market remains highly sensitive to the initial selling price and credit schemes offered. Working-class consumers, students, or micro-entrepreneurs typically prioritize monthly installments and ease of financing administration over rarely used additional features.

Therefore, it is crucial for Yamaha to gain a deeper understanding of how perceptions of price, quality, brand image, and promotions interact to influence purchasing decisions. In an increasingly competitive and dynamic world, building a competitive advantage is no longer sufficient solely on the product side. Understanding market behavior and consumer preferences is the foundation for survival and growth.

Furthermore, market segmentation is also crucial. Yamaha cannot rely on a single marketing approach for all its models. NMAX consumers differ in character from Mio or Lexi users. Therefore, analysis of purchasing decisions must also consider consumer demographic and psychographic characteristics: age, income, occupation, social status, lifestyle preferences, and education level.

For example, the Yamaha Aerox is known for its sporty design and aggressive performance, but its market share is relatively limited compared to the NMAX. This demonstrates that technical excellence alone does not guarantee sales success if it does not align with the target market's expectations. Many potential Aerox customers are put off by price or the perceived design as too aggressive for everyday use. On the other hand, the NMAX has successfully penetrated various segments due to its elegant appearance, comfortable seating position, and features considered "premium enough" yet practical.

Another important point is the role of community and emotional bonding with the brand. Yamaha has been quite successful in building loyal communities, such as those of the Vixion, R15, and Aerox. These communities serve as an important channel for building brand engagement, fostering loyalty, and expanding brand influence without direct promotional costs. However, communities can also be a double-edged sword if their expectations are not met, for example, when quality falls short or service is perceived as declining.

From all of the above, it is clear that Yamaha motorcycle purchasing decisions are heavily influenced by a complex interaction between internal consumer factors (emotions, needs, lifestyle) and external factors (product, price, brand, promotion, service). In the reality of a competitive market, there is no single determining factor, but rather a combination of various aspects that influence each other.

Given the complexity of the consumer decision-making process, it can be concluded that the success of a brand, including Yamaha, depends heavily on its ability to map and respond to the dynamics of market behavior. In a rapidly changing environment, sensitivity to shifts in consumer tastes, mindsets, and habits is key to remaining relevant and competitive.

Research conducted among ITB Indragiri students regarding the choice of an NMAX motorcycle is one area that requires further in-depth study. This is because the types of vehicles available on the market show a wide variety, but relatively few choose the NMAX. The following illustrates the purchasing decisions of ITB Indragiri students in choosing a motorcycle.

Table 1. Number of motorcycle purchasing decisions among ITB Indragiri students

No	Motorcycle Vehicle Brand	Number of Vehicles
1	Honda	400 motorcycle
2	Yamaha	152 motorcycle
3	Kawasaki	253 motorcycle

Source: Survey of ITB Indragiri students

The table above shows that the number of motorcycle purchase decisions made by ITB Indragiri students, with Yamaha, was the lowest among the vehicles mentioned. However, the NMAX motorcycle was the least popular among Yamaha motorcycles. This is certainly not what Yamaha intended.

Consumer purchasing decisions are certainly inseparable from price, trust, and brand image. Price is a major factor considered by consumers in making purchasing decisions, especially in durable goods categories such as motorcycles. Consumers often have a specific budget or price limit that they are prepared to spend. Therefore, price is one of the main considerations in choosing a product, and if the price does not match the consumer's ability or expectations, the decision to purchase may be canceled. This study was conducted by Shinta Devy and Nora Anisa Br. Sinulingga in 2018. The results showed that price has a significant influence on motorcycle purchasing decisions at PT. Rotella Persada Mandiri. Price is often considered an indicator of the value of the product offered to consumers. Consumers generally assess whether the price offered is in accordance with the quality and benefits obtained from the product. If the price is considered too high compared to the perceived benefits, consumers tend to look for more affordable alternative products. Conversely, if the price is considered reasonable or provides added value, consumers are more likely to purchase the product. Based on the results of the study, competitive motorcycle prices that are in line with consumer expectations have been shown to positively influence purchasing decisions. This means that consumers feel that the price offered is commensurate with the quality and features obtained from the motorbike.

Consumer trust in the context of motorcycle purchasing decisions is not only formed from direct personal experiences but is also heavily influenced by information consumers receive through various communication channels. These channels include advertising, customer reviews, friend

recommendations, and social influences from their surroundings. In the motorcycle industry, these channels play a crucial role in shaping consumer perceptions of brands and product quality, ultimately influencing purchase decisions and brand loyalty (Jin & Phua, 2014; Yoo & Donthu, 2017).

Previous research has identified that consumer trust in a brand is closely related to factors such as product quality, brand credibility, and experiences shared by other users through online platforms and social media (Algharabat & Alnsour, 2019). This trust then shapes positive attitudes toward the brand, which in turn can strengthen loyalty and influence future repeat purchase decisions (Sung & Kim, 2015). For example, a study by Keller and Swaminathan (2020) shows that consistent and transparent brand communication can create stronger trust, especially in competitive markets such as the motorcycle industry.

With technological advancements and the rapid use of social media, consumers now have easier access to a variety of product information, including motorcycles. Recommendations from friends, family, and social media influencers are becoming an increasingly significant factor in influencing consumer decisions (Bergström & Dahlen, 2017). For example, consumers who receive a positive recommendation from someone they trust tend to have a higher level of trust in that motorcycle brand, which ultimately influences their decision to purchase that product.

In the Indonesian motorcycle industry, known for its highly competitive nature, consumer trust is becoming an increasingly important factor to understand. Research by Rangkuty (2009) shows that motorcycle consumers in Indonesia tend to prioritize quality, product durability, and reasonable price when choosing a brand. However, intangible factors, such as after-sales service and positive experiences shared by others, also contribute to strengthening their trust in a particular brand. This suggests that in the face of increasingly fierce competition, motorcycle companies need to focus more on building sustainable trust through good product quality and effective communication strategies.

One of the biggest challenges for motorcycle manufacturers is creating and maintaining consumer trust in a market that is constantly evolving and driven by technological innovation. Consumer trust in a brand stems not only from direct experience with the product, but also from how the brand communicates and interacts with consumers, both directly and through various digital communication channels that are now increasingly dominant (Kotler & Keller, 2016). Therefore, understanding the factors that influence the formation of consumer trust in the motorcycle market is crucial for companies to formulate appropriate marketing strategies to increase consumer loyalty and purchasing decisions.

LITERATURE REVIEW

A. Purchasing Decision

Purchasing decisions are a fundamental aspect of consumer behavior that has been extensively studied in marketing and consumer psychology literature. Generally, purchasing decisions are defined as the process

consumers go through in selecting, purchasing, using, and evaluating products or services to satisfy their needs and desires (Kotler & Keller, 2016). According to Kotler and Keller (2016), the purchasing decision process encompasses several important stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. This process demonstrates that purchasing decisions are not spontaneous actions, but rather the result of a series of considerations involving cognitive and emotional aspects.

Schiffman and Wisenblit (2015) add that purchasing decisions are the final behavior in the consumer decision-making process, influenced by internal factors such as motivation, perception, and attitude, as well as external factors such as the social and cultural environment. This emphasizes that purchasing decisions are not solely based on functional needs but also on complex psychological and social aspects.

Furthermore, Solomon (2018) emphasized that purchasing decisions involve interacting psychological and social aspects. Consumers consider not only the needs and benefits of the product, but also the influence of the brand, the opinions of others, and the social status they desire through the purchase. From an evaluative perspective, Hawkins and Mothersbaugh (2016) explain that consumers evaluate various available product alternatives based on personal preferences and social influences. A purchasing decision occurs when consumers choose the product they perceive as best suited to their needs.

Peter and Olson (2018) added that purchasing decisions are heavily influenced by previous experiences, personal values, and the marketing context implemented by the company, such as promotional strategies, pricing, and distribution. Therefore, companies need a deep understanding of consumer behavior to design effective marketing strategies.

Overall, purchasing decision theory states that this process is the result of an interaction between internal individual factors and external environmental factors. A thorough understanding of the stages and factors influencing purchasing decisions is crucial for optimizing marketing strategies and increasing consumer satisfaction.

In the context of purchasing decision-making, several key factors significantly influence consumer behavior. These factors include product quality, trust, and brand image. These three factors interact to shape consumer perceptions and ultimately determine the decision to purchase a product.

1. **Product Quality.** Product quality is one of the fundamental factors influencing purchasing decisions. Kotler and Keller (2016) explain that product quality is the overall characteristics and features of a product related to its ability to meet consumer needs and expectations. Good product quality not only meets functional standards but also provides added value through product reliability and durability. A study conducted by Rahmawati (2020) found that product quality significantly improves purchasing decisions among Yamaha motorcycle consumers.

This indicates that consumers tend to choose products they perceive as providing maximum benefits and a satisfying user experience.

2. **Trust.** Trust is consumer confidence in the integrity, ability, and goodwill of a company or brand in fulfilling product or service promises. Schiffman and Wisenblit (2015) emphasize that trust is an important psychological factor because it can reduce consumers' perceived risk when purchasing a product. This trust is built on previous positive experiences, recommendations from others, and company transparency. A study by Sari (2021) reinforces these findings by showing that consumer trust in dealers and after-sales service positively influences motorcycle purchasing decisions. Thus, the higher the level of consumer trust in a brand and company, the more likely they are to make a purchase
3. **Brand Image.** Brand image is the perception and impression consumers have of a brand based on associations that stick in their minds (Keller, 2013). A positive brand image can create product differentiation, increase loyalty, and strengthen purchasing decisions. Solomon (2018) added that brand image plays an important role in connecting consumers' emotional and psychological values with products, so that consumers not only buy products based on functional needs, but also as a status symbol or self-identity. Research by Hidayat (2019) shows that a strong brand image in motorcycle brands such as Yamaha can influence consumer preferences in choosing products amidst tight market competition.

According to Kotler & Keller (2016), the purchasing decision indicators are as follows:

1. **Need Recognition.** The purchasing decision process begins when consumers recognize a difference between their actual and desired conditions. Once this need is identified, consumers begin to consider making a purchase. Need recognition is the first and most crucial stage because it triggers the entire decision-making process.
2. **Information Search.** Once a need is recognized, consumers will seek information to reduce uncertainty. Information can come from various sources, such as personal experience, recommendations from friends, advertisements, or the internet. The intensity of the information search depends on the complexity of the product and the level of consumer involvement.
3. **Evaluation of Alternatives.** Consumers compare several products or brands based on important attributes such as price, quality, features, and brand reputation. This evaluation is subjective because it is influenced by personal perceptions and preferences. This stage significantly determines the final purchasing decision.
4. **Purchase Decision.** This stage is the result of the entire previous process, where consumers decide which product or brand to purchase. Social factors, brand trust, and perceived risk can influence the final decision, even when consumers already have a pre-existing preference.

5. Post-Purchase Behavior. After purchasing, consumers will evaluate whether the product met their expectations. The perceived satisfaction or dissatisfaction can influence loyalty, repurchase intentions, and the likelihood of recommending the product to others.

B. Brand Image

Brand image is a consumer's perception of a brand as reflected in the associations they hold in their minds. According to Kotler and Keller (2016), brand image is a set of beliefs, ideas, and impressions a person has about a brand. Brand image plays a crucial role because it can influence consumer attitudes and behaviors in the purchasing decision-making process.

Keller (2013) states that brand image is formed through consumer experiences with the brand, including product use, promotions, advertising, and the opinions of others. A strong brand image not only increases customer loyalty but also creates a sustainable competitive advantage in the marketplace.

According to Aaker (2014), brand image is one element of brand equity, encompassing perceived quality, brand loyalty, and brand awareness. A positive brand image can help companies build emotional connections with consumers, thereby encouraging purchase and repeat purchases.

According to Wijaya (2013), there are five dimensions that form brand image, including:

1. Brand Identity. Brand identity refers to the physical or tangible characteristics associated with a brand or product that make it easy for consumers to identify and differentiate it from other brands or products, such as logos, colors, sounds, smells, packaging, locations, corporate identities, slogans, and so on.
2. Brand Personality. Brand personality is the distinctive characteristics of a brand that shape its specific personality as a person, enabling consumers to easily distinguish it from other brands in the same category. These characteristics include assertiveness, rigidity, dignity, nobility, friendliness, warmth, compassion, sociability, dynamic, creative, independent, and so on.
3. Brand Association. Brand associations are specific traits that are appropriately or consistently associated with a brand. These can arise from a product's unique offering, repeated and consistent activities, such as sponsorships or social responsibility initiatives, issues strongly associated with a brand, and specific symbols and meanings strongly associated with a brand.
4. Brand Behavior & Attitude. Brand behavior and attitude are the behaviors and attitudes of a brand when communicating and interacting with consumers in order to offer its benefits and values. In other words, brand behavior and attitude are the attitudes, manners, and behaviors demonstrated by a brand and all its attributes when communicating and interacting with consumers, which in turn influence consumers' perceptions and assessments of the brand.

5. **Brand Competence & Benefit.** Brand competence and benefit are the values, advantages, and unique competencies offered by a brand in solving consumer problems, enabling consumers to benefit from realizing their needs, desires, dreams, and obsessions through what it offers.

C. Price

Price is a crucial element in the marketing mix, playing a significant role in influencing consumer purchasing decisions. According to Kotler and Keller (2016), price is the amount of money consumers must pay to obtain a product or service. Price is not merely a monetary value but also reflects the perceived value and benefits consumers receive.

Hussain and Ali (2016) explain that price serves as a signal of product quality in consumers' minds. A price that is too low can create a perception of low quality, while a price that is too high can limit product accessibility. Therefore, pricing must balance the value provided and consumer purchasing power.

According to Nuraeni and Suprapti (2017), an appropriate pricing strategy can increase customer loyalty and product competitiveness in the market. In the context of consumer behavior, Schiffman and Wisenblit (2015) emphasize that price is one of the main factors considered in the purchasing decision-making process, in addition to quality and brand.

According to Kotler and Amstrong (2016: 78), there are four price indicators, namely:

1. **Price affordability.** Consumers can afford the price set by the company. Products typically come in several varieties within a single brand, with prices varying from the cheapest to the most expensive.
2. **Price matches product quality.** Price is often used as an indicator of quality by consumers; people often choose the higher price between two products because they perceive a difference in quality. A higher price tends to imply better quality.
3. **Price matches benefits.** Consumers decide to purchase a product if the perceived benefits are greater than or equal to the amount spent. If consumers perceive the product's benefits to be less than the amount spent, they will perceive the product as expensive and will think twice about making a repeat purchase.
4. **Price matches affordability or price competitiveness.** Consumers often compare the prices of one product with those of others. In this case, the price of a product is a key consideration when purchasing.

D. Consumer Confidence

Consumer trust is one of the most important concepts in the study of consumer behavior and marketing because it plays a fundamental role in determining purchasing decisions and customer loyalty. Trust is generally defined as a consumer's belief that an entity (brand, company, seller) can meet expectations and act consistently according to promises made (Morgan & Hunt, 1994). Although this definition is quite old, its meaning remains relevant and has been extensively developed by contemporary researchers.

In the context of modern marketing, particularly in the digital era, consumer trust is increasingly key to minimizing perceived risk during the purchasing process (Chiu, Hsu, & Wang, 2015). Lu, Hsu, and Hsu (2015) state that trust is one of the key variables influencing customer loyalty and repeat purchase decisions, especially in uncertain environments such as online transactions.

According to Schiffman and Wisenblit (2015), consumer trust is a positive consumer attitude formed from a company's experience, reputation, and transparency. This trust can reduce doubt and increase consumer comfort in making purchasing decisions.

According to Kotler and Keller (2016:225) there are three indicators of customer trust, namely:

1. Ability is a current assessment of what a person can do. In this case, it's how the seller is able to convince the buyer and guarantee satisfaction and security during the transaction.
2. Willingness to depend is the willingness to rely on the seller by accepting risks or possible negative consequences.
3. Honesty is trusting others' words, believing they will keep their promises and be sincere with us.

The research framework in this research is:

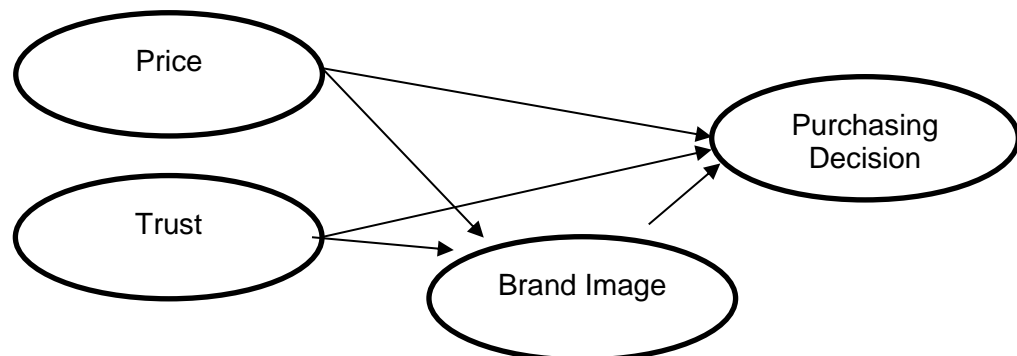


Figure 1. Conceptual Framework

The hypothesis of this study is:

1. Price affects brand image
2. Trust influences brand image
3. Price influences purchasing decisions
4. Trust influences purchasing decisions
5. Brand Image influences purchasing decisions
6. Price influences purchasing decisions through brand image
7. Trust influences purchasing decisions through brand image

METHODOLOGY

This study employed quantitative methods with primary data. Data collection methods included interviews, literature studies, and questionnaires. The population was comprised of university students who use NMAX motorcycles, with a sample size of 99 respondents. Data analysis included

instrument testing, classical assumptions, path analysis, and hypothesis testing. The study was also processed using SPSS Statistical ver. 21 and the Sobel calculator.

RESEARCH RESULT

The results of the instrument test, namely the validity test and reliability test of this study can be seen in Table 2.

Table 2. Instrument Test

No	Variable	Indicator	Validity Test	Reliability Test
1	Price	Price 1	0,732	0,823
		Price 2	0,853	
		Price 3	0,689	
		Price 4	0,781	
2	Trust	Trust 1	0,821	0,745
		Trust 2	0,632	
		Trust 3	0,844	
3	Brand Image	Brand Image 1	0,912	0,865
		Brand Image 2	0,876	
		Brand Image 3	0,892	
		Brand Image 4	0,976	
		Brand Image 5	0,888	
4	Purchasing decisions	Purchasing decisions 1	0,782	0,831
		Purchasing decisions 2	0,689	
		Purchasing decisions 3	0,843	
		Purchasing decisions 4	0,714	
		Purchasing decisions 5	0,932	

Table 2 shows that all statement items from all variables show a calculated r value greater than 0.30, meaning that all statement items can be said to be valid. Furthermore, the results of the reliability test show a Crohn's Alpha value greater than 0.60, thus all variables can be said to be reliable.

The results of the classical assumption test, namely the normality test and the linearity test, can be seen in Table 3.

Table 3. Classical Assumption Test

No	Variable	Normality Test	Linearity Test
1	Price	Asymp. Sig. (2-tailed) = 0,799	Deviation from Linearity = 0,756
2	Trust		Deviation from Linearity = 0,718
3	Brand Image		Deviation from Linearity = 0,634

From table 3, the results of the Normality Test show the results of Asymp. Sig. (2-tailed) = 0.799, which is greater than 0.05. This means that the data in this study are normally distributed. The results of the linearity test of the price

variable against the purchasing decision variable have a Deviation from Linearity = 0.756 greater than 0.05, so the price has a linear relationship with the purchasing decision. The trust variable against the purchasing decision variable has a Deviation from Linearity = 0.718 greater than 0.05, so trust has a linear relationship with the purchasing decision. The Brand Image variable against the purchasing decision variable has a Deviation from Linearity = 0.634 greater than 0.05, so the Brand Image has a linear relationship with the purchasing decision. The results of the model feasibility test using the F test show the following results:

Table 4. Model Feasibility Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.466	3	41.155	29.731	.000 ^b
	Residual	77.517	56	1.384		
	Total	200.983	59			

a. Dependent Variable: purchasing decision

b. Predictors: (Constant), Brand Image, Trust, Price

The calculation results show that the significance value shows 0.000, which is a significance value of less than 0.05, which means that in this study the research model is suitable for use, so that the model is able to predict the observation value.

The results of the path analysis are as follows:

Table 5. Path analysis I

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.577	3.052		0.844	0.402
	Price	0.958	0.186	0.527	5.142	0.000
	Trust	0.380	0.121	0.321	3.138	0.003

a. Dependent Variable: Brand Image

The results of the path I analysis from the equation in the table above can be seen as follows:

$$Z = 0,527X_1 + 0,321 X_2 + 0,453$$

Tabel 6. Analisis jalur II

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.199	1.994		1.604	0.114
	Price	-0.068	0.146	-0.053	-0.463	0.645
	Trust	0.215	0.085	0.261	2.525	0.014
	Brand Image	0.447	0.086	0.641	5.198	0.000

a. Dependent Variable: purchasing decision

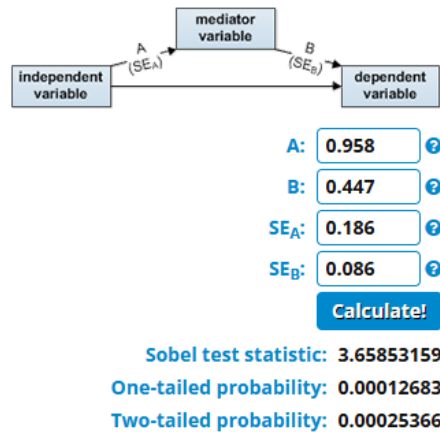
The results of the path II analysis from the equation in the table above can be seen as follows:

$$Y = -0,053X_1 + 0,261 X_2 + 0,641 X_3 + 0,386$$

The research results in this study are:

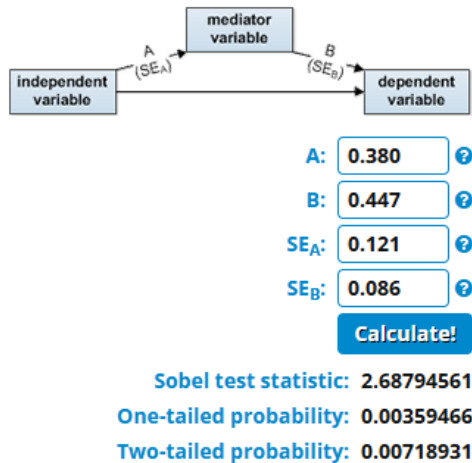
1. Price influences brand image because the sign value of 0 is less than 0.05.
2. Trust influences brand image because the sign value of 0.003 is less than 0.05.
3. Price does not influence purchasing decisions because the sign value of 0.645 is greater than 0.05.
4. Trust influences purchasing decisions because the sign value of 0.014 is less than 0.05.
5. Brand image influences purchasing decisions because the sign value of 0 is less than 0.05.
6. Price influences purchasing decisions through brand image because the one-tailed and two-tailed probability values are less than 0.05, as can be seen using the Sobel calculator below.

Figure 2. Sobel Calculator



7. Trust influences purchasing decisions through brand image, this is because the one-tailed probability and two-tailed probability values are smaller than 0.05 which can be seen using the Sobel calculator below.

Figure 3. Sobel Calculator



DISCUSSION

Price plays a crucial role in shaping a company or product's brand image. Brand image is a consumer's perception of a brand, created through various factors, including quality, price, customer experience, and the brand's communication. Research by Noble et al. (2018) revealed that price can influence consumer perceptions of a product or brand's quality. Higher prices are often associated with better quality, which can strengthen the brand's image as premium or exclusive. Conversely, lower prices can convey the impression that the product is of less value or of lower quality..

Trust has a significant influence on brand image, as consumer trust is one of the key elements that shape their perception of a brand. Trust can create a strong emotional connection and loyalty between consumers and a brand, which in turn builds a positive image. Research by Chaudhuri and Holbrook (2018) shows that trust in a brand serves as the foundation for consumer loyalty. Consumers who feel trust in a brand are more likely to purchase the product repeatedly and recommend it to others. This trust helps shape a positive brand image, as consumers associate a trustworthy brand with quality and consistency. The loyalty generated from this trust strengthens the brand's image as a reliable brand

Price, trust, and brand image are three factors that significantly influence consumer purchasing decisions. These three elements interact with each other to shape consumer perceptions of a brand, ultimately determining whether or not they will choose to purchase the product. Research by Yang and Lee (2020) found that price plays a key role in purchasing decisions, especially when the price is perceived to be commensurate with the product's quality. If the price is too high without being supported by a strong perception of quality, consumers will hesitate to purchase. Conversely, a price that is too low can cause consumers to doubt the product's quality. Therefore, the price set by a brand must be consistent with the brand image it wants to build. Appropriate pricing will help increase the likelihood of consumers making a purchase.

In a study by Chen et al. (2021), brand trust was found to have a direct impact on purchasing decisions. Consumers are more likely to choose brands perceived as trustworthy, especially when they perceive the brand to provide superior value in terms of quality and service. This trust is based on consumers' perceptions of brand transparency, reputation, and past experiences. Brands that build trust with consumers through honest and consistent communication are more likely to influence their purchasing decisions.

Research by Jang et al. (2019) shows that a positive brand image has a significant influence on purchasing decisions. Consumers tend to choose brands with a positive image because these brands are more often associated with higher quality, status, and value. A strong brand image also increases the perception of a brand's value and exclusivity, which motivates consumers to purchase the product. Brands with a strong brand image can increase their appeal in a highly competitive market.

Research by Liu et al. (2020) revealed that price, trust, and brand image do not stand alone but interact to influence purchasing decisions. Trust in a brand

enhances brand image, while a price that aligns with perceived quality can strengthen this relationship. Consumers who perceive that the price they pay corresponds to the value and quality provided by a brand they trust are more likely to make a purchase. Therefore, companies need to ensure that the prices they offer are not only competitive but also reflect value that aligns with the brand image and builds consumer trust.

CONCLUSIONS AND RECOMMENDATIONS

The results of the study show that price influences brand image, trust influences brand image, price influences purchasing decisions, trust influences purchasing decisions, brand image influences purchasing decisions, price influences purchasing decisions through brand image, trust influences purchasing decisions through brand image.

The recommendations from this research are:

1. Companies need to focus on building a strong and consistent brand image by ensuring that the products or services they offer consistently meet or even exceed consumer expectations. A positive brand image influences perceptions of quality and can make consumers more likely to choose that product even if the price is slightly higher.
2. Companies can set flexible prices (value-based pricing) to create the perception that the price is in line with the value received by consumers.
3. To build trust, companies can demonstrate proof of quality, such as product certification, warranties, or even transparency regarding the price consumers pay.

ADVANCED RESEARCH

This research has research space to conduct research related to variables other than price, trust and brand image on purchasing decisions.

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