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## The Role of Brand Image in Mediating the Effects of Price and Product Quality on Purchase Decisions

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**Abstract:** This study was conducted based on the increasing competition in the motorcycle industry, where companies are required to understand factors influencing consumer purchase decisions. The research object is consumers of Honda motorcycles at Alseda Motor Dealer, Indramayu. This study aims to analyze the effect of price and product quality on purchase decisions, with brand image as a mediating variable. A quantitative research method was applied using a survey approach. Data were collected from 100 respondents through questionnaires and analyzed using the Structural Equation Modeling approach with Partial Least Squares. The results show that price, product quality, and brand image have a positive and significant effect on purchase decisions. Furthermore, brand image significantly mediates the influence of price and product quality on purchase decisions. These findings indicate that competitive pricing and high product quality can strengthen brand image, which in turn enhances consumer purchase decisions. The study concludes that brand image plays an important strategic role in strengthening the impact of marketing factors on consumer decision-making and can be used as a reference for developing more effective marketing strategies.

**Keyword:** Price, Product Quality, Brand Image, Purchase Decision.

### INTRODUCTION

The rapid development of the automotive industry, particularly in the motorcycle sector, has intensified market competition and forced companies to continuously adapt their marketing strategies. Motorcycles have become one of the most widely used modes of transportation due to their affordability, efficiency, and practicality in supporting daily mobility. In Indonesia, motorcycles are not only transportation tools but also essential assets that support productivity, accessibility, and economic activities. This condition encourages manufacturing companies and authorized dealers to better understand consumer behavior, especially factors that influence purchase decisions in an increasingly competitive market environment.

In marketing literature, purchase decisions are defined as a process in which consumers identify their needs, search for information, evaluate alternatives, and finally decide to buy a product that is perceived to provide the highest value (Kotler & Keller, 2016). Consumer decisions are influenced by various factors, including price perceptions, product quality, and brand image. Among these factors, price and product quality are often considered fundamental elements in evaluating a product's value, while brand image plays a strategic role in shaping consumer perceptions and reducing perceived risks in purchasing decisions (Schiffman & Wisenblit, 2019).

Price is one of the most critical marketing variables because it directly affects consumers' purchasing power and perception of value. From the consumer's perspective, price represents the amount of money that must be sacrificed to obtain a product or service, and it often becomes the first consideration before making a purchase decision. Fair and competitive pricing can enhance perceived value and encourage purchase intention, whereas prices perceived as too high may discourage consumers even if the product offers superior quality (Nuraini & Novitaningtyas, 2022). In highly competitive markets such as the motorcycle industry, consumers tend to compare prices across brands before making a final decision, making price a decisive factor in determining purchase outcomes.

In addition to price, product quality is another dominant factor influencing purchase decisions. Product quality refers to a product's ability to perform its intended functions, including durability, reliability, performance, and conformity with specifications (Garvin, 1987). High product quality provides functional benefits, reduces maintenance costs, and enhances user satisfaction, which ultimately builds trust and long-term relationships between consumers and brands. Consumers generally perceive high-quality products as offering greater value, even when priced higher, as long as the quality is consistent with expectations (Rosanti & Salam, 2021). In the context of motorcycles, quality is closely related to engine performance, fuel efficiency, durability, safety features, and ease of maintenance, all of which significantly affect purchasing decisions.

However, price and product quality do not always influence purchase decisions directly. The impact of these factors is often strengthened or weakened by brand image. Brand image is defined as a set of perceptions, beliefs, and associations held by consumers toward a particular brand, formed through experience, marketing communication, and information from various sources (Keller, 2003). A strong and positive brand image can enhance consumer confidence, reduce perceived risk, and create emotional attachment, which ultimately encourages purchase decisions. Consumers are more willing to pay higher prices or accept minor product shortcomings when they trust and admire a brand (Aaker, 1997).

In competitive markets, brand image functions as a mediating variable that connects marketing stimuli such as price and product quality with consumer responses. A favorable brand image can transform price perceptions into perceived fairness and convert product quality into credibility and reliability in the consumer's mind. Several empirical studies indicate that brand image significantly mediates the relationship between price, product quality, and purchase decisions, making it a strategic asset for companies seeking to strengthen their competitive advantage (Wijayanti & Nainggolan, 2023).

Honda is one of the most well-established motorcycle brands in Indonesia, recognized for its technological innovation, quality consistency, fuel efficiency, and strong brand reputation. Honda products have successfully penetrated various market segments, ranging from economical scooters to premium motorcycles. Authorized dealers such as Alseda Motor play a crucial role in representing the brand, providing not only products but also services, promotions, and customer experiences that shape consumers' perceptions. The increasing number of consumers choosing Honda motorcycles at Alseda Motor Dealer reflects the

importance of understanding how price, product quality, and brand image work together in influencing purchase decisions.

Despite Honda's strong market position, consumers today are more rational and selective in making purchasing decisions. They are exposed to various alternatives offered by competing brands with different pricing strategies and technological features. This situation raises important questions regarding the extent to which price and product quality influence consumers' purchase decisions and how brand image mediates these relationships. Understanding this mechanism is essential for companies and dealers to develop effective marketing strategies that align with consumer expectations and market dynamics.

Theoretically, this study is supported by consumer behavior theory, value perception theory, and brand equity theory. Consumer behavior theory explains how internal and external factors influence decision-making processes (Schiffman & Wisenblit, 2019). Value perception theory emphasizes the balance between perceived benefits and perceived costs, in which price and quality play central roles (Zeithaml, 1988). Brand equity theory highlights the importance of brand image as an intangible asset that adds value to products beyond their functional attributes (Aaker, 1997). These theories collectively provide a conceptual foundation for analyzing the direct and indirect relationships between price, product quality, brand image, and purchase decisions.

Operationally, price in this study refers to consumers' perceptions of price fairness, affordability, and competitiveness compared to similar products. Product quality is defined as consumers' assessments of performance, durability, reliability, and conformity to specifications. Brand image refers to consumers' overall perceptions of Honda as a professional, reliable, popular, and customer-oriented brand. Purchase decision is defined as the consumer's final decision to purchase a Honda motorcycle after evaluating available alternatives. These operational definitions are essential to ensure conceptual clarity and consistency in measurement.

Based on the background and theoretical framework described above, this study aims to answer several key research questions: Does price significantly influence purchase decisions of Honda motorcycles at Alseda Motor Dealer? Does product quality significantly influence purchase decisions? Does brand image significantly affect purchase decisions? Does brand image mediate the relationship between price and purchase decisions? Does brand image mediate the relationship between product quality and purchase decisions? These research questions form the core objectives of the study, which are addressed through empirical analysis and discussed in the subsequent sections, and ultimately answered in the conclusion.

## **METHOD**

This study employed a quantitative research approach, which was chosen to examine the causal relationships among variables and to test hypotheses formulated based on existing theories. Quantitative research is appropriate for studies that aim to measure relationships between variables objectively using numerical data and statistical analysis. The primary focus of this research was to analyze the influence of price and product quality on purchase decisions, with brand image acting as a mediating variable. The research design was explanatory in nature, as it sought to explain the direct and indirect effects among the variables studied.

The population of this study consisted of consumers who had purchased and used Honda motorcycles at Alseda Motor Dealer located in Indramayu, Indonesia. Based on dealer records, the total population comprised 282 Honda motorcycle consumers who met the criteria relevant to the study period. Because it was not feasible to survey the entire population, a sample was selected to represent the population adequately. The sampling technique used was non-probability sampling, specifically purposive sampling. This

technique was selected because the research required respondents who met specific criteria relevant to the research objectives.

The criteria for sample selection included consumers who were Honda motorcycle users, had made purchases at Alseda Motor Dealer, and were within the age range of 18 to 40 years. This age range was considered appropriate because individuals within this group are generally active decision-makers in purchasing vehicles and are more familiar with evaluating product attributes such as price, quality, and brand image. The determination of sample size was based on the Lemeshow formula, which is commonly used in quantitative studies with unknown or finite populations. The minimum sample size calculated was 97 respondents. To improve data reliability and avoid potential data loss, a total of 100 respondents were included in the study.

The research was conducted at Alseda Motor Dealer, located in Indramayu, West Java, Indonesia. The selection of this research site was based on the dealer's role as an authorized Honda distributor with a high volume of sales and active consumer interactions. The data collection process was carried out over a two-month period, from November to December 2025. During this period, respondents were approached and invited to participate in the study by completing an online questionnaire. The timeline included preparation of instruments, data collection, data cleaning, and preliminary analysis.

The primary data collection instrument used in this study was a structured questionnaire. The questionnaire was designed to gather quantitative data related to respondents' perceptions of price, product quality, brand image, and purchase decisions. All measurement items were adapted from previous studies to ensure content validity and relevance. The questionnaire employed a Likert scale ranging from 1 to 5, where 1 indicated "strongly disagree" and 5 indicated "strongly agree." This scale was selected because it allows respondents to express the intensity of their perceptions and attitudes clearly.

The price variable was measured using indicators related to price fairness, affordability, competitiveness, and price suitability with perceived benefits. The product quality variable was measured based on indicators such as performance quality, reliability, durability, and conformity to specifications. Brand image was measured through indicators reflecting professionalism, popularity, customer orientation, and the brand's ability to serve various market segments. Purchase decision was measured using indicators related to need recognition, information evaluation, alternative assessment, and final purchase choice. Prior to distribution, the questionnaire was reviewed to ensure clarity, relevance, and consistency of the statements.

Data collection was conducted using an online survey method through a digital questionnaire platform. This method was selected to facilitate efficient data collection, reach respondents more easily, and minimize data entry errors. Respondents were informed about the purpose of the study and assured that their responses would remain confidential and be used solely for academic purposes. Participation was voluntary, and respondents could complete the questionnaire at their convenience.

The data analysis technique employed in this study was Structural Equation Modeling using the Partial Least Squares approach. This analytical method was chosen because it is suitable for analyzing complex models involving multiple variables and mediation effects. Partial Least Squares is also appropriate for studies with relatively small sample sizes and does not require strict assumptions regarding data normality. The analysis was conducted using specialized statistical software designed for Partial Least Squares modeling.

The data analysis procedure consisted of two main stages. The first stage involved evaluating the measurement model to assess the validity and reliability of the research instruments. Validity was examined through convergent and discriminant validity using factor loadings and average variance extracted values. Reliability was assessed using internal

consistency measures, ensuring that each construct was measured consistently. The second stage involved evaluating the structural model to test the hypothesized relationships among variables. This stage included analyzing path coefficients, coefficient of determination values, effect sizes, and mediation effects.

Hypothesis testing was conducted using a bootstrapping procedure to determine the significance of both direct and indirect effects. The decision criteria were based on t-statistic and probability values. A hypothesis was considered supported if the t-statistic exceeded the critical value and the probability value was below the predetermined significance level. The mediation effect of brand image was analyzed by examining the indirect relationships between price and purchase decision, as well as between product quality and purchase decision.

Overall, the methodological framework adopted in this study was designed to ensure rigorous data analysis and reliable findings. By combining a structured quantitative approach, appropriate sampling techniques, validated instruments, and robust statistical analysis, this research provides empirical evidence on the role of brand image in mediating the effects of price and product quality on purchase decisions within the context of the motorcycle industry.

## **RESULT AND DISCUSSION**

This study analyzed data obtained from 100 respondents who were consumers of Honda motorcycles at Alseda Motor Dealer. The respondents were predominantly male and mostly within the productive age range of 18–25 years, indicating that motorcycles are widely used by young adults for daily mobility needs. The majority of respondents had a bachelor's degree, suggesting that consumers involved in this study generally possess adequate knowledge and rational considerations when making purchasing decisions. This demographic composition supports the relevance of examining cognitive and perceptual factors such as price, product quality, and brand image in explaining purchase decisions.

Descriptive analysis of the research variables indicates that price, product quality, brand image, and purchase decision were all rated at a high level by respondents. The high perception of price reflects consumers' belief that Honda motorcycle prices are fair, affordable, and competitive compared to similar products in the market. Consumers perceive that the prices offered align with the benefits received, such as product durability, performance, and after-sales support. This finding suggests that price plays an important role as a value indicator in consumers' evaluations. Similarly, product quality received a high assessment, indicating that Honda motorcycles are perceived as reliable, durable, and capable of delivering consistent performance. Brand image also showed a high score, reflecting strong consumer trust, brand popularity, and positive associations toward Honda. Purchase decisions themselves were rated highly, indicating that consumers felt confident and satisfied with their decisions to purchase Honda motorcycles at Alseda Motor Dealer.

Before analyzing the relationships among variables, the measurement model was evaluated to ensure data validity and reliability. The results demonstrate that all measurement indicators met the required criteria for convergent validity, discriminant validity, and reliability. This confirms that the research instruments appropriately measured the intended constructs and that the data were suitable for further structural analysis. The strong measurement model provides a solid foundation for interpreting the relationships between price, product quality, brand image, and purchase decisions.

The structural model analysis revealed that the research model has a high explanatory power. Purchase decision was strongly explained by price, product quality, and brand image, while brand image itself was significantly influenced by price and product quality. This indicates that both rational factors (price and quality) and perceptual factors (brand image) jointly shape consumer behavior. The hypothesis testing results are summarized in Table 1.

**Table 1. Summary of Hypothesis Testing Results**

Hypothesis	Relationship Tested	Result
H1	Price → Purchase Decision	Supported
H2	Product Quality → Purchase Decision	Supported
H3	Brand Image → Purchase Decision	Supported
H4	Price → Brand Image → Purchase Decision	Supported
H5	Product Quality → Brand Image → Purchase Decision	Supported

The first hypothesis, which proposed that price has a significant effect on purchase decisions, was supported. This finding suggests that consumers consider price as a crucial factor when purchasing Honda motorcycles. A positive and significant relationship indicates that reasonable and competitive pricing increases consumers’ willingness to purchase. Honda’s pricing strategy, which reflects fairness and affordability relative to perceived benefits, enables consumers to justify their purchasing decisions. Flexible payment options and promotional programs offered by the dealer further strengthen consumers’ perceptions of value. These findings are consistent with value perception theory, which emphasizes the balance between perceived benefits and perceived costs in driving purchase decisions.

The second hypothesis, concerning the effect of product quality on purchase decision, was also supported. The results indicate that higher perceived product quality leads to stronger purchase decisions. Consumers value Honda motorcycles for their performance reliability, durability, fuel efficiency, and safety features. High product quality reduces perceived risk and increases confidence, particularly for products that are used intensively in daily life. This finding shows that product quality functions as a rational justification for consumers when making purchasing decisions. In the motorcycle industry, quality is a critical determinant since it directly affects safety, comfort, and long-term usage.

The third hypothesis revealed that brand image has a positive and significant effect on purchase decisions, and this effect was stronger than the effects of price and product quality. This highlights the importance of brand perception in consumer decision-making. Honda’s strong brand image, built through long-standing market presence, technological innovation, and consistent quality, fosters trust and emotional attachment among consumers. A positive brand image reduces uncertainty and perceived risk, making consumers more confident in choosing Honda motorcycles. This result confirms that brand image is not merely an outcome of marketing activities but a key driver of purchasing behavior.

Further analysis showed that brand image plays a significant mediating role in the relationship between price and purchase decision, supporting the fourth hypothesis. This indicates that the influence of price on purchase decisions is strengthened through brand image. Consumers are more willing to accept and rationalize the price of Honda motorcycles because the brand is associated with reliability, professionalism, and long-term value. Even when prices are relatively higher than competitors, the strong brand image helps consumers perceive the price as fair and justified. Brand image thus transforms price perception into trust-based decision-making, reinforcing consumers’ willingness to purchase.

Similarly, the fifth hypothesis was supported, demonstrating that brand image mediates the relationship between product quality and purchase decision. High product quality reinforces Honda’s brand image, which subsequently enhances consumers’ purchase decisions. Consumers do not evaluate product quality solely based on technical features; instead, they associate quality with the brand that represents it. Honda’s consistent delivery of quality products strengthens its brand image as a trustworthy and dependable manufacturer. This strong brand image amplifies the effect of perceived quality, making consumers more inclined to choose Honda motorcycles over competing brands.

Overall, the findings demonstrate that purchase decisions are influenced by a combination of rational evaluations and perceptual interpretations. Price and product quality serve as functional considerations, while brand image acts as a strategic mediator that enhances and strengthens their effects. The dominant role of brand image indicates that consumers place significant importance on trust, reputation, and emotional assurance when making purchasing decisions. For Alseda Motor Dealer and Honda, these results suggest that maintaining competitive pricing, ensuring consistent product quality, and strengthening brand image through service excellence and communication strategies are essential for sustaining consumer loyalty and improving market performance.

## CONCLUSION

This study was conducted to examine the role of brand image in mediating the effects of price and product quality on purchase decisions for Honda motorcycles at Alseda Motor Dealer. The findings provide a coherent understanding of how rational and perceptual factors interact to shape consumer decision-making in a highly competitive automotive market. The results confirm that purchase decisions are not solely driven by functional evaluations, but also by consumers' perceptions and trust in the brand that represents the product.

The research demonstrates that price and product quality are fundamental determinants of purchase decisions, as consumers tend to evaluate affordability, fairness, performance, and durability before committing to a purchase. However, these factors do not operate independently. Brand image emerges as a critical element that strengthens and channels the influence of price and product quality into actual purchasing behavior. A strong brand image allows consumers to interpret prices as fair and product quality as credible, thereby reducing uncertainty and perceived risk in decision-making. In this context, brand image functions as a strategic mediator that connects tangible product attributes with consumer confidence.

By answering the research objectives, this study confirms that brand image significantly enhances the effectiveness of pricing and quality strategies. Consumers are more willing to accept pricing structures and trust product performance when they associate the product with a reputable and reliable brand. This insight highlights that marketing efforts should not focus solely on competitive pricing or technical excellence, but must also prioritize consistent brand building to reinforce consumer trust and long-term value perceptions.

From a broader scientific perspective, this research contributes to the development of marketing and industrial engineering knowledge by emphasizing the integration of tangible product factors and intangible brand-related factors in consumer decision models. The findings support the view that industrial and marketing systems should be designed holistically, where product development, pricing strategies, service quality, and brand management are aligned within an integrated value-creation process. In industrial engineering, understanding consumer perception is essential for improving system efficiency, optimizing product-market fit, and enhancing competitiveness through customer-oriented strategies.

Furthermore, the study reinforces the importance of empirical validation of mediation models in consumer behavior research. By demonstrating the mediating role of brand image, the research advances analytical approaches that explain not only whether variables influence purchase decisions, but also how and through which mechanisms those influences occur. This contributes to more accurate decision-support frameworks for industries that rely heavily on consumer trust and long-term brand reputation.

In practical terms, the conclusions suggest that companies and authorized dealers should continuously improve product quality and ensure transparent, competitive pricing while simultaneously strengthening brand image through consistent communication, service

excellence, and customer engagement. Such an integrated approach will support sustainable competitive advantage and more predictable consumer responses in dynamic markets.

In conclusion, this study confirms that brand image plays a pivotal role in transforming price and product quality into meaningful drivers of purchase decisions. By aligning economic value with perceptual value, organizations can achieve greater effectiveness in influencing consumer behavior. The results provide a valuable contribution to marketing science and industrial engineering by supporting integrated, consumer-centered decision-making models that are essential for modern industry development.

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