

Research Article

The Influence of Brand Image, Location, and Word of Mouth on the Purchase Decision of Honda Motorcycles with eSAF Frame at TDM Honda Nanga Pinoh

Naufal Dwi Fahreza*, and Helman Fachri

Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, Pontianak, Kalimantan Barat, 78123, Indonesia

*Corresponding Author: 211310161@unmuhpnk.ac.id | Phone: +62 815-2559-355

ABSTRACT

This study aims to determine the influence of brand image, location, and word of mouth on the purchase decision of Honda motorcycles with eSAF frames at TDM Nanga Pinoh City. This research uses an associative method. The sample in this study consists of 100 respondents who are both users and consumers of Honda motorcycles with eSAF frames, using purposive sampling techniques. The instrument testing techniques in this study use validity tests, reliability tests, classical assumption tests using normality tests, linearity tests, multicollinearity tests, and hypothesis testing using multiple linear regression tests, correlation coefficient tests, coefficient of determination tests, simultaneous tests, and partial tests. The data analysis results show that the multiple linear regression model produces the equation $Y = 1.341 + 0.150X_1 + 0.208X_2 + 0.252X_3$. The correlation coefficient (R) value of 0.740 indicates that the relationship between the three independent variables and purchasing decisions is in the strong category. The coefficient of determination (R^2) of 0.547 shows that the three independent variables are able to explain 54.7% of the variation in the purchasing decision of Honda motorcycles with eSAF frames, while the remaining 45.3% is explained by other factors outside this research model. Based on the individual test (t-test), it was found that the variables Brand Image (X_1), Location (X_2), and Word of Mouth (X_3) each have a positive influence on the Purchase Decision (Y) variable. The simultaneous test results (F-test) prove that the three independent variables have a positive and significant influence on purchasing decisions. Future research is suggested to examine other factors such as digital promotion, consumer trust, or service quality to deepen understanding of what influences purchasing decisions.

Keywords: Brand Image; Location; Word of Mouth; Purchase Decision

1. INTRODUCTION

The motorcycle industry in Indonesia continues to grow rapidly in line with the increasing need of society for efficient and practical personal transportation. One of the most popular motorcycle brands in Indonesia is Honda, known for its high-quality and innovative products. PT Tunas Dwipa Matra (TDM) is the main distributor of Honda motorcycles in Indonesia, established on January 23, 1978. TDM is a subsidiary of PT Tunas Ridean Tbk and plays an important role in the network of sales, maintenance, and supply of Honda motorcycle spare parts throughout Indonesia, with a total of 76 outlets spread across various locations. TDM collaborates with PT Astra Honda Motor (AHM) as the sole brand holder agent, ensuring the availability of Honda products and high-quality after-sales services.

Therefore, PT AHM launched one of its developed technologies, the eSAF (Enhanced Smart Architecture Frame). This frame has been applied by Honda since 2019, with the eSAF frame being used in Honda automatic motorcycles. Several Honda motorcycles that use the eSAF frame include the Beat 2020, Beat Street, Genio, Scoopy, Vario 160 2022, and Stylo, which is still used by Honda in these six automatic motorcycle types. Honda claims that the frame has several advantages, including being lighter to save fuel, having a larger luggage capacity, more agile handling, and being able to dampen vibrations. The eSAF frame differs from most motorcycle frames that use tubular pipes. The eSAF frame uses steel plates that are pressed, welded, and formed like a monocoque car chassis and welded using laser welding, unlike conventional frames. AHM (Astra Honda Motor) claims this frame is 8% lighter than the previous motorcycle frame.

In August 2023, the eSAF frame became a topic of discussion due to corrosion issues and the potential for the frame to break; several cases of eSAF frame damage went viral on social media, raising concerns among Honda motorcycle users. To address this, AHM optimized the eSAF frame and extended the warranty period to five years, different from the previous one-year warranty. This warranty program has been implemented since October 25, 2023. This warranty applies not only to motorcycles with eSAF frames but also to all types of Honda automatic motorcycles. PT AHM always makes maximum efforts to increase consumer trust in its latest technology applied to the products offered to Honda consumers.

This research was conducted at PT Tunas Dwipa Matra, or TDM, which was established on January 23, 1978, and is located in Lampung. PT Tunas Dwipa Matra has opened as many as 76 outlets spread throughout Indonesia. One of them

is located in Nanga Pinoh City, Melawi Regency, West Kalimantan. PT TDM is the most popular motorcycle distributor in Melawi Regency, established since 2011 in the center of Nanga Pinoh City. PT TDM Nanga Pinoh City has become one of the main choices for the local community because it has good access, friendly service, and a strategic location. The types of Honda motorcycles with eSAF frames and the number of units sold are shown in the following **Table 1**.

Table 1. List of Types of Honda Motorcycles with eSAF Frames and Number of Units Sold (in Units)

Motorcycl Type	2022	2023	2024	Total
Beat Sporty	194	321	409	924
Beat Street	32	28	27	87
Genio	56	43	57	156
Scoopy	370	390	378	1.138
Vario 160 ABS	61	7	31	99
Vario 160 CBS	88	67	61	216
Stylo ABS	.	.	24	24
Stylo CBS	.	.	23	23
TOTAL	801	856	1.010	2.667

Source: PT Tunas Dwipa Matra, 2025

Based on **Table 1**, the sales data of PT Tunas Dwipa Matra in Nanga Pinoh, as many as 2,667 units of Honda motorcycles with eSAF frames were sold during the period 2022 to 2024. Sales increased by 7% in 2023 with 856 units, and rose significantly to 1,010 units in 2024, supported by the launch of the new Honda Stylo model. This increase shows sales growth from 7% to 18% in the last two years. Although there was a negative issue, sales continued to rise, indicating that there were other factors that also encouraged consumers' purchasing decisions.

Brand image is one of the important elements that influence consumers' purchasing decisions. According to Candra & Yasa (2023), brand image reflects the overall perception of consumers towards a product or company, covering physical and emotional aspects. Meanwhile, Lotte et al. (2023) stated that brand image is formed through the accumulation of past consumer experiences and information received, and plays a role in building trust and loyalty. Functionally, a brand is not only a distinguishing identity from competing products but also serves as a promotional medium and a symbol of quality assurance and prestige for users.

Besides brand image, the dealer's location also has a crucial role in influencing purchasing decisions. According to Tjiptono & Diana (2015), selecting a strategic location makes it easier for consumers to reach the products and services offered. The same thing was stated by Kotler & Keller (2020), who said that location in business activities includes all processes that support the distribution of products until they reach consumers. The existence of the TDM dealer in the heart of Nanga Pinoh City provides its own advantage because it is close to the center of community activities, thus facilitating access and strengthening consumers' perceptions of transaction ease and the quality of after-sales services.

Various factors such as brand image, location, and word of mouth ultimately influence purchasing decisions, which occur when consumers consciously decide to buy a certain product. Lotte et al. (2023) stated that purchasing decisions are a concrete manifestation of the results of consumers' evaluation of the various available choices. Likewise, Kotler and Armstrong in Wangsa et al. (2022) emphasized that purchasing decisions are the final stage of the psychological process influenced by internal and external factors, including perceptions of the brand, ease of location access, and recommendations from fellow consumers.

Based on interviews between the researcher and the manager of PT Tunas Dwipa Matra Nanga Pinoh City, the company provides information related to motorcycles with eSAF frames through TDM's social media platforms. In response to issues related to the frame, PT Tunas Dwipa Matra also informed that the motorcycle warranty period has been extended from 1 year to 5 years. This step was taken as an effort to increase consumer trust. In addition, the company also offers discounts to support sales strategies and attract consumers' attention.

Previous research conducted by Juliana et al. (2019) showed that the brand image variable influences the purchasing decision of Honda Beat motorcycles. Research by Habir et al. (2018) also showed that Word of Mouth influences the purchasing decision of Yamaha motorcycles. Based on the phenomena that have occurred and the issues that have been explained, the researcher aims to determine the influence of brand image, location, and word of mouth on the purchasing decision of eSAF-framed motorcycles at TDM Honda Nanga Pinoh City.

2. RESEARCH METHOD

Type of Research

This study employs a quantitative research design with an associative method, aimed at identifying the relationship between two or more variables (Sugiyono, 2019). The research investigates the relationship between brand image (X1), location (X2), and word of mouth (X3) and the purchase decision of Honda motorcycles with eSAF frames (Y) at TDM Honda, Nanga Pinoh City, Melawi Regency.

Data Collection Techniques

The data used in this study consists of both primary and secondary data. Primary data were obtained through direct interviews with the management of TDM Honda Nanga Pinoh to understand their promotion and consumer education strategies related to eSAF frame technology. It also includes responses from closed-ended questionnaires distributed to consumers who have purchased or used Honda motorcycles with eSAF frames. Meanwhile, secondary data were gathered from internal company documents, such as types of motorcycles sold and total sales data.

Population and Sample

The population in this study comprises all consumers who have purchased or used Honda motorcycles equipped with eSAF frames in Nanga Pinoh City. The sample size was determined using the Slovin formula (Sujarweni, 2020), with a population of 2,000 and a margin of error of 10%, resulting in a minimum sample size of 95 respondents. To improve the accuracy of the data, the final sample size was set at 100 respondents. The sampling technique used was purposive sampling, with specific criteria such as respondents being at least 18 years old and residing in Nanga Pinoh City.

Research Variables and Measurement Scale

This study involves three independent variables brand image (X1), location (X2), and word of mouth (X3), and one dependent variable, namely purchase decision (Y). The measurement was carried out using a five-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5) (Sugiyono, 2017).

Data Analysis Techniques

The data analysis in this study was conducted in several stages, beginning with instrument testing through validity and reliability assessments. Validity testing ensures that each questionnaire item accurately measures the intended variable. This was carried out using Pearson Product Moment correlation, where an item is considered valid if the r-count exceeds the r-table value and the significance level is ≤ 0.05 (Siregar, 2019). Once validity is confirmed, reliability was tested using Cronbach's Alpha method. An instrument is considered reliable if the alpha value exceeds 0.60 (Siregar, 2019). Following instrument validation, classical assumption tests were performed, including normality, linearity, and multicollinearity tests. The normality test was conducted using the Kolmogorov-Smirnov method to determine whether the data distribution was normal; data is considered normally distributed if the significance value is greater than 0.05 (Siregar, 2019). Linearity was assessed using the *Test for Linearity* method to verify whether a linear relationship exists between the independent and dependent variables (Siregar, 2019). Multicollinearity was evaluated by examining the tolerance value (should be > 0.10) and the Variance Inflation Factor (VIF) (should be < 10) (Ghozali, 2021), to ensure that the independent variables were not excessively correlated with one another. Subsequently, a multiple linear regression analysis was carried out to determine the extent to which brand image (X1), location (X2), and word of mouth (X3) influence the purchase decision (Y). The regression model used follows the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3$ (Siregar, 2019). To measure the strength of the relationship between variables, the correlation coefficient (R) was used, while the coefficient of determination (R^2) was applied to assess how much of the variation in the dependent variable can be explained by the independent variables (Siregar, 2019). Lastly, the F-test was used to examine the joint effect of the independent variables, and the t-test was employed to assess the individual impact of each independent variable on the purchase decision (Siregar, 2019).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test in this study aims to assess the extent to which the statements in the questionnaire are able to measure the variables under study. The process is carried out by correlating the scores of each item, then comparing the calculated r value with the r table value. With a sample size of 100 ($df = 98$) and a significance level of 0.05, the r table value obtained is 0.196. The results of the validity test for each statement in the variable can be seen in **Table 2**.

Table 2. Validity Test Results

Variable	Indicators	r value	r table	Description
Brand Image (X1)	X1.1	0.835	0.196	Valid
	X1.2	0.877		
	X1.3	0.863		
	X1.4	0.852		
	X1.5	0.811		
	X1.6	0.748		
Location (X2)	X2.1	0.790	0.196	Valid
	X2.2	0.803		
	X2.3	0.738		
	X2.4	0.529		
	X2.5	0.712		
	X2.6	0.793		

	X2.7	0.728		
	X2.8	0.745		
	X2.9	0.822		
	X2.10	0.747		
Word of Mouth (X3)	X3.1	0.844	0.196	Valid
	X3.2	0.815		
	X3.3	0.841		
	X3.4	0.819		
	X3.5	0.816		
	X3.6	0.792		
Purchase Decision (Y)	Y.1	0.777	0.196	Valid
	Y.2	0.783		
	Y.3	0.621		
	Y.4	0.617		
	Y.5	0.681		
	Y.6	0.748		
	Y.7	0.659		
	Y.8	0.763		
	Y.9	0.742		
	Y.10	0.786		

Source: Processed Data, 2025

Based on **Table 2**, it can be seen that all statement items have a calculated r value greater than the r table value of 0.196. Thus, all statement items in each variable are declared valid and suitable for use in this study.

3.1.2 Reliability Test

The reliability test is used to measure the consistency or reliability of statements in questionnaires as research instruments. In this study, testing was conducted using Cronbach's Alpha method, where an item is considered reliable if it has a minimum value of 0.60. The reliability test results for each variable can be seen in **Table 3**.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Brand Image (X1)	0.911	Reliable
Location (X2)	0.908	
Word of Mouth (X3)	0.902	
Purchase Decision (Y)	0.896	

Source: Processed Data, 2025

Based on **Table 3**, Cronbach's Alpha values > 0.60 is obtained. Thus, it can be concluded that all items in each variable are reliable and suitable for use in this study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test in this study aims to determine whether the data used is normally distributed. The test is conducted using the Kolmogorov-Smirnov method with the help of SPSS. The results are shown in **Table 4**.

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.052
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2025

Based on **Table 4**, it can be seen that the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the normality significance threshold value of 0.05. Thus, it can be concluded that the data in this study is normally distributed.

3.2.2 Linearity Test

The linearity test in this study is conducted to identify whether there is a linear relationship between the independent and dependent variables. The test uses the Test for Linearity method with the help of SPSS. The results are shown in **Table 5**.

Table 5. Result of Linearity

Variable	Deviation from Linearity	Description
Purchase Decision * Brand Image	0.908	Linear
Purchase Decision * Location	0.220	
Purchase Decision * Word of Mouth	0.231	

Source: Processed Data, 2025

Based on **Table 5**, a significance value for Deviation from Linearity greater than 0.05 is obtained. Therefore, it can be concluded that the relationship between each variable is linear.

3.2.3 Multicollinearity Test

The multicollinearity test in this study is conducted to detect high correlations between independent variables in the regression model. Too strong a correlation can cause coefficient estimates to be inaccurate and reduce the reliability of the model. The results of the multicollinearity test based on SPSS analysis are shown in **Table 6**.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Brand Image	.564	1.772
Location	.544	1.839
Word of Mouth	.482	2.074

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 6**, the results can be explained as follows:

1. The Tolerance value for the Brand Image (X1) variable is 0.564, which is greater than 0.10. It also has a VIF value of 1.772, which is less than 10.00.
2. The Tolerance value for the Location variable (X2) is 0.544, which is greater than 0.10. It also has a VIF value of 1.839, which is less than 10.00.
3. The Tolerance value for the Word of Mouth variable (X3) is 0.482, which is greater than 0.10. It also has a VIF value of 2.074, which is less than 10.00.

Based on the above explanation and referring to the basis for decision making, because all three variables show a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there is no evidence of multicollinearity between the three independent variables in the regression model in this study.

3.3 Multiple Linear Regression Analysis

Multiple regression analysis is used to measure the influence of two or more independent variables on one dependent variable, either simultaneously or partially. In addition, this analysis also serves to form a predictive model of the relationship between variables. The regression coefficient results based on SPSS output are shown in **Table 7**.

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.341	6.292	.000
Brand Image	.150	2.439	.017
Location	.208	2.662	.009
Word of Mouth	.252	3.860	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 7**, a multiple linear regression coefficient equation can be created, yielding the following results:

$$Y = 1.341 + 0.150 X_1 + 0.208 X_2 + 0.252 X_3$$

- a. The constant (a) is 1.341, which means that if the Brand Image (X1), Location (X2), and Word of Mouth (X3) variables are zero, then the Purchase Decision (Y) will increase by 1.341.
- b. The regression coefficient (b1) for the Brand Image (X1) variable is 0.150 with a positive direction, indicating that every one-unit increase in Brand Image will cause an increase of 0.150 in Purchase Decision.
- c. The regression coefficient (b2) for the Location (X2) variable is 0.208 with a positive direction, indicating that each one-unit increase in Location will cause an increase of 0.208 in Purchase Decision.
- d. The regression coefficient (b3) for the Word of Mouth variable (X3) is 0.252 with a positive direction, indicating that every one-unit increase in Word of Mouth will cause an increase of 0.252 in Purchase Decision.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to measure how strong the relationship between two or more variables is, as well as to determine the direction of that relationship. In this analysis, the method used is Product Moment correlation. The results of the correlation coefficient test can be seen in **Table 8**.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 ^a	.547	.533	.52847

Predictors: (Constant), Word of Mouth, Brand Image, Location
 Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 8**, a correlation value (R) of 0.740 is obtained. This value indicates that the relationship between the variables of Brand Image, Location, and Word of Mouth on Purchase Decisions is strong, as the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R²

Based on **Table 8**, the R-Square value is 0.547. This indicates that Brand Image, Location, and Word of Mouth collectively explain 54.7% of the variation on Purchase Decision, while the remaining 45.3% is influenced by other factors not examined in this study.

3.6 Simultaneous Test (F Test)

The simultaneous test (F-test) in this study aims to analyze whether all independent variables collectively have a significant influence on the dependent variable. The results of the simultaneous hypothesis test using SPSS are presented in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	32.436	10.812	38.713	.000 ^b
Residual	26.811	.279		

Dependent Variable: Purchase Decision
 Predictors: (Constant), Word of Mouth, Brand Image, Location

Source: Processed Data, 2025

Based on **Table 9**, the calculated F-value is 38.713, which is greater than the F-table value of 3.09, with a significance level of 0.000 (< 0.05). Thus, it can be concluded that Brand Image, Location, and Word of Mouth have a positive and significant simultaneous influence on Purchase Decision.

3.7 Partial Test (t Test)

The partial test (t-test) in this study aims to examine the individual influence of each independent variable on the dependent variable, as proposed in the research hypothesis. The results of the partial hypothesis test using SPSS are presented in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.341	6.292	.000
Brand Image	.150	2.439	.017
Location	.208	2.662	.009
Word of Mouth	.252	3.860	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 10**, the calculated t value are compared with the t-table value of 1.660. The results are as follows:

1. The t-value for the Brand Image variable (X1) is 2.439, which is greater than the t-table value of 1.660, with a significance level of 0.017 (< 0.05). Therefore, H₀ is rejected and H₁ is accepted, indicating that Brand Image has a positive and significant partial influence on Purchase Decision.
2. The t-value for the Location variable (X2) is 2.662, which is greater than the t-table value of 1.660, with a significance level of 0.009 (< 0.05). Thus, H₀ is rejected and H₁ is accepted, meaning that Location has a positive and significant partial influence on Purchase Decision.
3. The t-value for the Word of Mouth variable (X3) is 3.860, exceeding the t-table value of 1.660, with a significance level of 0.000 (< 0.05). Hence, H₀ is rejected and H₁ is accepted, indicating that Word of Mouth also has a positive and significant partial influence on Purchase Decision.

DISCUSSION

The Influence of Brand Image on Purchase Decision

Based on the t-test results, the Brand Image variable has a positive and significant influence on purchase decision. This finding supports the study conducted by Lestari & Ekowati, (2020), which shows that brand image has a positive and significant effect on motorcycle purchase decisions. This result is also in line with the study by Pratama & Hayuningtias, (2022), which found that a good brand image can increase consumer purchase interest. In addition, this finding is reinforced by the research of Gusman et al., (2022), which concluded that brand image partially has a positive and significant effect on purchase decisions. This indicates that the better the brand image of a product, the greater the likelihood that consumers will make a purchase.

The Influence of Location on Purchase Decision

The partial test results for the Location variable show that location has a positive and significant influence on purchase decision. This finding supports the research of Arief, (2022), which proved that a strategic location facilitates consumer access and encourages motorcycle purchase decisions. A similar study was also conducted by Ilahi et al., (2023), which shows that the place variable has a positive influence on motorcycle purchase decisions. Furthermore, the study by Fardiani et al., (2022) also strengthens this finding, where the t-test results on the place variable have a significant effect on repeat purchase decisions. This emphasizes the importance of choosing a strategic location so that consumers feel more comfortable in carrying out purchase transactions.

The Influence of Word of Mouth on Purchase Decision

Based on the t-test results, the Word of Mouth variable shows that Word of Mouth has a positive and significant influence on purchase decision. This result is in line with the study by Bakti & Setiawan, (2021), which states that Word of Mouth has a significant and positive effect on purchase decisions. This finding is also supported by the research of (Saputra et al., (2024), which shows that Word of Mouth simultaneously and partially influences purchase decisions. The study by Kurniawan & Effendi, (2020) also supports this result, stating that Electronic Word of Mouth affects customer decisions in purchasing Honda motorcycles. Positive Word of Mouth can increase consumer trust and enhance the likelihood that consumers will purchase the recommended product.

4. CONCLUSION

The results of this study indicate that the variables of brand image, location, and word of mouth together have a positive and significant influence on the purchasing decision of Honda motorcycles with eSAF frames at TDM Honda Nanga Pinoh City. Based on the results of multiple linear regression analysis, the equation $Y = 1.341 + 0.150X_1 + 0.208X_2 + 0.252X_3$ was obtained, illustrating that each independent variable contributes to the increase in purchasing decisions. The correlation coefficient value of 0.740 indicates a strong relationship between the three independent variables and the purchasing decision. Meanwhile, the R^2 value of 0.547 explains that 54.7% of the variation in purchasing decisions can be explained by brand image, location, and word of mouth, while the remaining 45.3% is influenced by other factors outside this research model. The results of the F-test and t-test statistically prove that these three variables, both simultaneously and partially, have a significant effect on consumer purchasing decisions. These findings emphasize the importance of strengthening brand perception, providing supportive location access, and optimizing the role of consumers in sharing positive experiences as strategies to increase public purchasing power for Honda eSAF motorcycles. PT Tunas Dwipa Matra is advised to enhance consumer education regarding the advantages of the eSAF frame, especially in terms of efficiency and safety, in order to build a more positive public perception. In addition, because the influence of location on purchasing decisions tends to be low, the company needs to optimize its digital strategies through social media and online purchasing services. To maximize the effect of word of mouth, the company can encourage consumers to share positive experiences online. Future research is recommended to explore additional variables such as digital promotion or brand trust to broaden the understanding of the factors influencing purchasing decisions.

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