

The Influence of Brand Image, Product Innovation, and Marketing Content on Purchasing Decisions Honda Scoopy Motorbikes in Denpasar City

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ABSTRACT

Changes in consumer preferences in the motorcycle industry demand companies to enhance their marketing strategies to meet the need for efficient transportation amidst intense market competition. Denpasar serves as a prominent commercial hub, facilitating the acquisition of information. This research carried out in Denpasar, a city divided into four districts, with the objective of evaluating the impact of brand image, product development, and marketing content on the purchasing decisions for Honda Scoopy scooters in the region. A quantitative, descriptive research approach was employed. The target population included motorcycle riders who did not currently own a Honda Scoopy. A purposive sampling method was utilized, resulting in a sample of 100 respondents. Data were collected using a structured survey consisting of 18 questions designed to measure each variable. The responses from the 100 participants were analyzed using multiple regression analysis with SPSS Statistics 26. The results indicate that brand image has substantial impacts on consumer decision-making. Marketing content also affects these decisions, while product innovation has a substantial and positive effect on purchasing choices. The coefficient of determination (R^2) is 73.4%, suggesting that brand image, product innovation, and marketing content collectively explain 73.4% of the variance in purchasing decisions. Factors that are not included in the regression model have an impact on the remaining 26.6%. Therefore, it can be surmised that brand image, product development, and marketing content significantly impact purchasing decisions.

Keywords: Brand Image, Product Innovation, Marketing Content, Purchasing Decision

1. INTRODUCTION

In the current age of global connectivity and technological development driven by Industry 4.0., the development of business transformation is experiencing rapid and dynamic growth (Lensun et al., 2021). Fast and dynamic progress in the business realm encourages business people to adapt to changes through product innovation.

The current phenomenon related to changes in consumer tastes in the automotive industry, especially motorbikes, shows that market competition is getting tighter, thus demanding a better marketing system for each company (Pertiwi and Nengah, 2022). Asosiasi Industri Sepeda Motor Indonesia (AISI) released the statistical distribution of domestic motorcycles, motor scooter category (87.94 percent), underbone motorcycle (6.21 percent), and sport motorcycle (5.85 percent) source (www.aisi.or.id). This situation encourages competition between automotive companies to continue to develop the type of motor scooter.

Reporting according to the source (<https://goodstats.id>) states that 77 percent of Honda motorcycle sales in Indonesia are controlled by Honda, Honda experienced a significant decline in May 2022, with total sales of 155,439 units according to data from the Asosiasi Industri Sepeda Motor Indonesia (AISI). This figure shows a marked decline from the previous distribution in April 2022 which reached 329,825 units. The percentage decline in Honda motorcycle sales in May 2022 reached 52.8 percent when compared to the previous distribution in April 2022 which reached 329,825 units

with a milestone in April 2022 (<https://www.gridoto.com>, 2022). This decline was attributed to the increasing number of competitors in the market which resulted in a decline in sales of Honda Scoopy motorcycles.

Investigators are focused on carrying out further exploration of which strategies have the most dominant influence purchasing decisions for Honda Scoopy motorbikes so that they can help improve, develop their strategies and correct existing deficiencies. Based on this background, the researcher raised title "The Influence of Brand Image, Product Innovation, and Marketing Content on Purchasing Decisions Honda Scoopy Motorbikes in Denpasar City".

2. LITERATURE REVIEW

2.1 *The Effect of Brand Awareness and Brand Image on Purchasing Decisions (Study on JNE Express Users in South Surabaya)*

Brand image substantial impacts purchasing decisions, these results indicate that the better the brand image, the better someone will make purchasing decisions. Brand image is the impression obtained by consumers about each product that has been created and understood can be described from the product they choose [2].

2.2 *The Impact of Product Innovation and Brand Image on Purchasing Decisions for The Vaseline Body lotion Brand in Labuhanbatu Regency*

Product innovation positive impacts on purchasing decisions innovating, the Company will remain relevant to market needs, because innovation encourages the Company should succeed in finding solutions to problems in society [3].

2.3 *The Effect of Content Marketing and Influencer Marketing on Purchasing Decision for Tiktok Application Users in the DKI Jakarta*

Content marketing variables are proven to demonstrate a positive and considerable purchasing decisions. Content marketing is one part of a good strategy to influence purchasing decisions for a product to consumers by distributing interesting content to stimulate consumers with information about products and brands [4][5].

2.4 *The Effect of Digital Marketing Content Quality and Influence Brand Image and Consumer Purchasing Decisions in Denpasar City*

Brand image variables are able to mediate the relationship between digital marketing content quality variables and consumer purchasing decisions in Denpasar City. It can be shown that the quality of digital marketing content influences consumer purchasing decisions in Denpasar city through the mediation of brand image [6], [7].

2.5 *The Effect of Brand Image and Product Innovation on Purchasing Decisions and consumer Satisfaction of Kapal Api Coffe in Pekanbaru City*

Brand image substantial impacts on purchasing decisions for Kapal Api coffee in Pekanbaru city. This study indicates that product innovation positively influences purchasing decisions, suggesting that greater product innovation will result in higher purchasing decisions [4], [8].

3. METHODS

This study employs descriptive quantitative methodology. The study population consists of motorcycle users in Denpasar who do not own a Honda Scoopy. A purposive sampling method was

utilized, involving 100 respondents. Data collection implemented through survey comprising 18 statements, each designed to evaluate specific variables. Multiple linear regression analysis was conducted on the data using SPSS version 26.

4. RESULTS AND DISCUSSION

Brand image (X1), product innovation (X2), and content marketing (X3) are identified as having positive substantial impact on purchasing decisions (Y), both individually and collectively. These results support each formulation and research hypothesis that has been set as follows:

Table 1. Partial Test Results

Model	t	Sig
Brand Image	4,846	0,000
Product Innovation	4,926	0,000
Content Marketing	2,073	0,041

Source: SPSS v26 Data Process Results, 2024

The following steps can be applied to measure the partial effects independent variable in relation dependent variable, as illustrated in Table 1.1:

1. Perception of brand image (X1), The SPSS analysis results indicate statistical significance, as evidenced by a t-count value of 4.846, which exceeds the t-table value of 1.661, and a significance level of 0.000. Since the p-value lower 0.05, H0 is rejected and H1 is accepted [9]. This suggests that the perception of the logo image significantly influences purchasing decisions.
2. Perception of product innovation (X2), The SPSS results show a t-count value of 4.926, surpassing the t-table value of 1.661, and a significance level of 0.000. Given that the p-value below 0.05, H0 is rejected and H1 is accepted [9], [10]. This indicates perception of product innovation significantly impacts purchasing decisions.
3. Perception of content marketing (X3), The SPSS analysis reveals a t-count value of 2.073, which is greater than the t-table value of 1.661, with a significance level of 0.041. As the p-value lower 0.05, H0 is rejected and H1 is accepted [11]. Therefore, the perception of content marketing has a notable influence purchasing decisions.

Tabel 2. Simultaneous Test results

Model	F	Sig
Regression	88,337	0,000 ^b

Source: SPSS v26 Data Process Results, 2024

Table 1.2 reveals that the F-count is $88.337 > 2.699$, this indicates that the value exceeds the predetermined F-table value. While the significance value of $0.000 < 0.05$ is smaller than set value 0.05. These results can inferred brand image, product innovation, and content marketing simultaneously influence purchasing decisions.

CONCLUSION

The focus is to examine effect Brand Image, Product Innovation, and Content Marketing variables on Purchasing Decisions for Honda Scoopy Motorbikes in Denpasar City. The subsequent sections summarize data analysis results discussions presented in the previous chapter:

1. Brand Image variable (X1) substantial impacts purchasing decisions for honda scoopy motorbikes in Denpasar City, then can surmised that consumers' perceptions of the brand image of a product substantially influence their decision to buy the product. This

means that the more positive the brand image is in the eyes of consumers, the more likely they are to make a purchase a strong brand image can create trust, increase product appeal, and encourage consumer loyalty, which ultimately contributes to increased sales.

2. Product Innovation Variable (X2) substantial impacts purchasing decisions for Honda Scoopy motorbikes in Denpasar City, can surmised that product innovation carried out by Honda has a real impact on consumer decisions to buy Scoopy. Innovations that are attractive and relevant to the needs and desires of consumers, such as new features, more modern designs, or increased efficiency, tend to increase product appeal and encourage consumers to choose these products over others. This suggests that innovation is an important factor influencing purchasing decisions.
3. Marketing Content Variables (X3) have a substantial impact purchasing decisions Honda Scoopy motorbikes in Denpasar City, can surmised that the content marketing strategy used by Honda is effective in influencing consumer decisions to buy Scoopy. Attractive, informative, and relevant marketing content is able to build brand awareness, create emotional connections with consumers, and provide convincing information about product advantages. Thus, good marketing content can encourage consumers to be more likely to choose and buy Honda Scoopy than competing products.
4. Brand image variables (X1), product innovation (X2), and marketing content (X3) together (simultaneously) have substantial impact purchasing decisions (Y) for Honda Scoopy motorbikes in Denpasar City, can surmised that the combination of these three factors has a strong and integrated impact in influencing consumers to buy Scoopy. A positive brand image, attractive product innovation, and effective content marketing strategy collectively increase the appeal of the product in the eyes of consumers. This suggests that companies that are able to manage these three aspects synergistically tend to be more successful in driving consumer purchasing decisions.

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