

REVVING UP SALES: THE IMPACT OF BRAND IMAGE AND PRICE ON BUYING INTEREST FOR HONDA PCX IN BANDUNG

^{*1}Ryan Kurniawan, ²Rizqi Yakhusna, ³Dinda Trie Munizah

^{*1,2,3}Universitas Widyatama

Email: ^{*1}ryan.kurniawan@widyatama.ac.id, ²rizuqi_rizu@yahoo.com, ³dinda.trie@widyatama.ac.id

Abstract

This research aims to analyze the influence of Brand Image and Price on Buying Interest (Case Study of Honda PCX Motorcycle Users in Bandung City). Competition between motorbike brands in Indonesia continues to occur, including the Honda and Yamaha brands. Each brand has advantages that can be emphasized to consumers, so that consumers are interested in making purchases from the brands they offer. However, the Yamaha motorbike brand (Nmax) has proven to be superior in sales compared to the Honda motorbike brand (PCX) in 2024. This research method utilizes Google facilities which are often used by everyone, namely online Google forms with a sample of 100 respondents who use Honda PCX motorbikes. The research results show that brand image and price have a significant effect on consumer buying interest. A strong brand image and competitive prices increase consumer buying interest. This research provides implications for companies to maintain and improve the quality of their brand image and adjust prices to consumer needs.

Keywords: Brand Image, Price, Buying Interest, Honda PCX motorbike

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Citra Merek dan Harga terhadap Minat Membeli (Studi Kasus Pengguna Sepeda Motor Honda PCX di Kota Bandung). Persaingan antara merek sepeda motor di Indonesia terus berlangsung, termasuk merek Honda dan Yamaha. Setiap merek memiliki keunggulan yang dapat ditonjolkan kepada konsumen, sehingga konsumen tertarik untuk melakukan pembelian dari merek yang ditawarkan. Namun, merek motor Yamaha (Nmax) terbukti lebih unggul dalam penjualan dibandingkan merek motor Honda (PCX) pada tahun 2024. Metode penelitian ini memanfaatkan fasilitas Google yang sering digunakan oleh semua orang, yaitu formulir Google online dengan sampel 100 responden yang menggunakan motor Honda PCX. Hasil penelitian menunjukkan bahwa citra merek dan harga memiliki pengaruh signifikan terhadap minat pembelian konsumen. Citra merek yang kuat dan harga yang kompetitif meningkatkan minat pembelian konsumen. Penelitian ini memberikan implikasi bagi perusahaan untuk mempertahankan dan meningkatkan kualitas citra merek mereka serta menyesuaikan harga dengan kebutuhan konsumen.

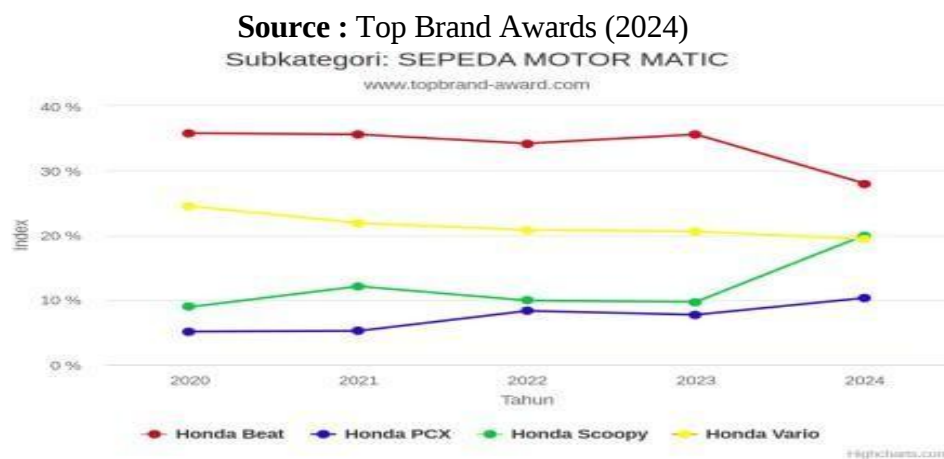
Kata Kunci: Citra Merek, Harga, Minat Pembelian, Sepeda Motor Honda PCX

Introduction

Currently, the development of the automotive industry is very rapid throughout the world, including in Indonesia. Competition between automotive manufacturers is increasingly fierce, each automotive manufacturer continues to create and offer their superior products (Azmi et al., 2022; Azmy et al., 2020). Apart from that, people's demand for the automotive industry in Indonesia is also very high. This is very visible from the increasing number of motorized vehicles and cars on the roads in

various cities in Indonesia. Currently, the largest number of vehicles produced in Indonesia are motorbikes. The growth of motorbike consumers in Indonesia has increased tremendously. There are several motorbike brands that have entered Indonesia and have proven capable of mastering motorbike marketing. Currently, there are 2 motorbike brands that dominate the Indonesian market, namely Honda and Yamaha (Utama & Ambarwati, 2022). The two brands continue to compete in creating innovations and new models. This was done so that they were still able to dominate the motorbike market in Indonesia, they even opened a motorbike assembly factory in Indonesia (Girsang et al., 2020; Prihatini & Gumilang, 2021). Therefore, it can be concluded that the motorcycle market in Indonesia will continue to experience intense growth and competition in the future.

The following are the results issued by the Top Brand Awards: Graph 1 Honda Automatic Motorcycle



Based on graph 1, it depicts the results of the 2024 Top Brand Awards which will be explained below to emphasize the data where which will be explained through the table the author has created below, and this graph is also used as a reference to analyze the influence of brand image and price on buying interest among Honda PCX motorbike users in the city of Bandung.

Table 1. Honda Automatic Motorcycles

Nama Brand	TBI 2020	TBI 2021	TBI 2022	TBI 2023	TBI 2024
Honda Beat (TOP)	35,80	35,60	34,20	35,60	28,00
Honda Scoopy (TOP)	8,90	12,10	9,90	9,70	20,00
Honda Vario	24,50	21,90	20,80	20,60	19,40
Honda PCX	5,10	5,20	8,30	7,70	10,30

Source : Top Brand Awards (2024)

Based on table 1 above, it can be seen that the Honda PCX brand automatic motorbike category is seen from 2020 to 2024 ranking fourth consecutively with a TBI of 10.30%, this proves that consumers are starting to trust Honda PCX as one of the products of choice when buying automatic motorbikes.

The following is a price list for the Honda PCX and Yamaha NMAX :

Tipe Honda PCX	Harga Honda PCX
Honda PCX 160 CBS	Rp 33,300,000,-
Honda PCX 160 ABS	Rp 35,450,000,-
Honda PCX eHEV	Rp 45,550,000,-
Tipe Yamaha NMAX	Harga Yamaha NMAX
Yamaha Nmax 155 Standard	Rp 32,175,000,-
Yamaha Nmax 155 S Version	Rp 33,175,000,-
Yamaha Nmax 155 Connected/ABS	Rp 36,300,000,-

Table 2 Price list for Honda PCX and Yamaha NMAX Source: www.astra-honda.com and www.yamaha-motor.co.id. Based on Table 2, it can be seen that the prices for these two motorbike brands are very different, the price for the Honda PCX is higher than the Yamaha Nmax. The prices listed in the table may vary depending on the location and time of purchase, but the researchers took only those in Bandung City.

The following is sales data from the two brands, namely Honda PCX and Yamaha NMAX :

Table 3. Sales Data for Honda PCX and Yamaha NMAX

Tahun	Nama Brand Motor	Unit
2024	Honda PCX	1.735.090 Unit
2024	Yamaha NMAX	2.154.226 Unit

Source: www.beritasatu.com and www.viva.co.id

Based on Table 1.4, it can be seen that sales of Honda PCX motorbikes are very far behind compared to their competitors, namely Yamaha Nmax motorbikes. This raises a very clear problem as to why sales of Honda PCX motorbikes are less than sales of Yamaha Nmax motorbikes. Despite experiencing lower sales, the Honda PCX is still included in the 2024 Top Brand Index. In this research, Brand Image and Price are used as independent variables (influencing variables) to analyze their influence on the dependent variable (influenced variable), namely Buying Interest. Based on the background of the problem described above, the researcher wants to know whether there is an influence of the independent variable on the dependent variable, so the researcher is interested in conducting research with the title "The Influence of Brand Image and Price on Buying Interest (Case Study of Honda PCX Motorcycle Users in Bandung City)".

Based on the background above, the problem identification in this research is as follows :

1. Honda PCX's brand image is good but it is still inferior to its competitor, namely Yamaha Nmax. So there is very little interest in purchasing Honda PCX motorbikes in Bandung City. This has a big influence on the brand image of buying interest in Honda PCX motorbike products.
2. Price is an important consideration, because consumers certainly expect the money they spend to match what they get. The price offered by the Honda PCX is quite high compared to other motorbikes.

3. Buying Interest : There is fluctuation in sales and a lack of interest in purchasing Honda PCX motorbike products in Bandung City due to the emergence of many similar motorbike products.

Naufal et al., (2021) explain that brand image is consumers' perceptions and beliefs which are reflected in associations that occur in consumers' memories. These associations will equate and differentiate similar products with different brands. Brand image is a differentiating image that is produced and used as a comparison in these associations. According to Santoso & Arindaputri, (2023) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or use of a product or service. Buying Interest according to Muldiansyah et al., (2025) is behavior that arises as a response to an object that shows the consumer's hope of making a purchase. So that purchase interest becomes a customer's preference before making a purchase or repurchase. CX

Research Methods

The research method used in this article is quantitative research with a survey approach, which aims to analyze the influence of brand image and price on the purchasing interest of Honda PCX users in Bandung. This study utilizes an online questionnaire using Google Forms as a data collection instrument, allowing respondents to fill out the questionnaire independently and efficiently. The research sample consisted of 100 Honda PCX users selected using non-probability sampling techniques, specifically purposive sampling, with the main criterion being that respondents were active users of Honda PCX motorcycles in the Bandung area. The research instrument consisted of a number of statements measured using a Likert scale, which were then tested for validity and reliability.

Before conducting regression analysis, the researcher performed a series of classical assumption tests, including normality, heteroscedasticity, and multicollinearity tests. The results showed that the data were normally distributed, there were no signs of heteroscedasticity, and no multicollinearity was found. Next, the researcher used multiple linear regression analysis to determine the partial and simultaneous effects of brand image and price variables on purchasing interest. The t-test was used to examine the effect of each independent variable, while the F-test was used to examine the effect of both variables simultaneously. In addition, the coefficient of determination (Adjusted R Square) test was used to measure the contribution of independent variables in explaining the variation in purchase intention.

Results and Discussion

Validity Test

X1 : The results of the validity test on the Brand Image variable show that the measurement instrument has high validity. That the results of questions from the Brand Image variable have a sign

(**), from 34 respondents it can be stated that all questions are valid with a significance <0.05 and r_{count} is greater than r_{table} , namely 0.3291. This shows that the items in the questionnaire have a strong relationship with the variables studied. Therefore, the test table above is declared valid.

X2 : The results of the validity test on the Price variable show that the measurement instrument has high validity. That the results of questions from the Price variable have a sign (**), from 34 respondents it can be stated that all questions are valid with a significance <0.05 and r_{count} is greater than r_{table} , namely 0.3291. This shows that the items in the questionnaire have a strong relationship with the variables studied. Therefore, the test table above is declared valid.

Y : The results of the validity test on the Buying Interest variable show that the measurement instrument has high validity. That the results of questions from the Buying Interest variable have a sign (**), from 34 respondents it can be stated that all questions are valid with a significance <0.05 and r_{count} is greater than r_{table} , namely 0.3291. This shows that the items in the questionnaire have a strong relationship with the variables studied. Therefore, the test table above is declared valid.

Reliability Test

X1 : Reliability test results show that measurement instruments have a high internal consistency with the above test results on the brand image variable can be declared reliable because the Cronbach's Alpha value is 0.910 greater than 0.7. This shows that the items in the questionnaire have a strong correlation and can be relied upon to measure the variables studied.

X2 : Reliability test results show that measurement instruments have a high internal consistency with the above test results on the price variable can be declared reliable because the Cronbach's Alpha value is 0.846 greater than 0.7. This shows that the items in the questionnaire have a strong correlation and can be relied upon to measure the variables studied.

Y : The results of the reliability test show that the measurement instrument has high internal consistency with the test results above on the Buying Interest variable can be declared reliable because the Cronbach's Alpha value is 0.926 which is greater than 0.7. This shows that the items in the questionnaire have a strong correlation and can be relied upon to measure the variables studied.

Classical Assumption Test Normality Test

The normality test results show that the data is normally distributed, the value of Asymp. Sig. (2-tailed) in this test using Kolmogorov-

Smirnov, the results obtained were $0.265 > 0.05$, so this shows that the regression model is normally distributed.

Heteroscedasticity Test

The results of the heteroscedasticity test do not show a real pattern and the points are spread evenly both above and below zero on the Y axis. So it is explained that in this regression model there

are no symptoms of heteroscedasticity.

Multicollinearity Test

The results of the multicollinearity test show that the residual variance is not significantly different, as follows :

In Variable X1, the Sig value is obtained. $0.593 > 0.05$. In Variable X2, the Sig value is obtained. $0.292 > 0.05$.

Multiple Linear Regression Test

The results of the multiple linear regression test show that the model has poor predictive ability. The Brand Image variable obtained a Sig value. of $0.999 > 0.05$. 2. The regression coefficient shows that only the Brand Image variable has a significant influence on the Buying Interest variable. Therefore, the Brand Image variable has a significant effect on the Buying Interest variable.

Determination Coefficient Analysis

Adjusted R Square value = 0.430, meaning the contribution of the Brand Image and variables Price for the Buying Interest variable is 43%; while the remaining 57% influenced by other variables not examined in the study. This shows that the model has good predictive ability. In other words, 43% of the variation in Buying Interest can be explained by Brand Image and Price variations. The coefficient of determination of 0.43 indicates that the variable is independent has a significant influence on the dependent variable.

Partial Test

The results of the partial hypothesis test show that variable X1 has a significant influence on variable Y. The Brand Image variable (X1) obtained a Sig value. of $0.999 > 0.05$. It can be concluded that the Brand Image variable has a significant effect on the Buying Interest variable.

Simultaneous Test

The results of simultaneous hypothesis testing show that variables X1 and X2 together have a significant influence on variable Y. Sig. in the table above it is 0.000

< 0.05 . Therefore, the multiple linear regression model is appropriate to use to explain the influence of Brand Image and Price on Buying Interest.

Correlation Test

The correlation coefficient between the variables *Buying Interest* and *Brand Image* is 0.544, indicating a strong positive relationship. This suggests that the greater the *Brand Image*, the higher the *Buying Interest*. The significance level, Sig. (1-tailed), is $0.000 < 0.05$, meaning that the relationship between *Buying Interest* and *Brand Image* is statistically significant.

The correlation coefficient between the variables *Buying Interest* and *Price* is 0.430, which also indicates a strong positive relationship. This suggests that the higher the *Price*, the greater the *Buying*

Interest. The significance level, Sig. (1-tailed), is $0.000 < 0.05$, meaning that the relationship between *Buying Interest* and *Price* is statistically significant.

Discussion

This study focuses on interpreting the results of hypothesis testing conducted through multiple linear regression statistical analysis, including partial testing (t-test), simultaneous testing (F-test), and interpretation of significance values and determination coefficients. The entire analysis process was designed to answer three main hypotheses proposed in the study, namely the effect of brand image on purchase intention (Ha1), the effect of price on purchase intention (Ha2), and the simultaneous effect of brand image and price on the purchase intention of Honda PCX motorcycles in Bandung City (Ha3). This discussion elaborates in depth how the statistical test results support or reject these hypotheses, as well as relates them to previous theories and research findings.

First, regarding Ha1, which states that there is a partial and significant effect between brand image (X1) and purchase intention (Y), the analysis results produced a significance value below 0.05, which means that the brand image variable has a significant effect on consumer purchase intention. This finding shows that consumers' positive perceptions of the Honda PCX brand image have a direct impact on their desire to purchase the product, in line with Kotler & Keller's theory which explains that brand image is a collection of beliefs, associations, and consumer perceptions attached to a brand and plays an important role in shaping preferences and purchasing decisions (Kamalia & Hendrayati, 2025). Consumers tend to choose products with a strong brand image because they are believed to have better quality, be more reliable, and provide certain emotional value. In the context of Honda PCX, the existence of Honda as a large brand that is widely known in Indonesia also contributes to consumer perceptions. Thus, these findings reinforce the theory that brand image is an important determinant of interest in purchasing automotive products.

Although the Honda PCX faces stiff competition from the Yamaha NMAX, the Honda brand is generally known to have a strong reputation in terms of engine durability, an extensive repair shop network, and stable resale value. However, the research findings show that the Honda PCX brand image does not necessarily outperform its competitors, especially when compared to the Yamaha NMAX, which has a large fanatical consumer base and is often considered superior in terms of design and features. Even so, the Honda PCX brand image still has a significant influence on purchase interest, which means that consumers still consider this variable an important factor in their purchasing decisions.

Second, the discussion related to Ha2 shows that price (X2) also has a significant partial influence on purchase interest (Y). This is supported by a significance value below the 0.05 threshold, so it can be concluded that price is an important factor that influences interest in purchasing a Honda

PCX motorcycle. In the automotive market, price is a highly sensitive strategic element, as consumers will always consider whether the cost they incur is in line with the quality, features, and benefits offered. In this study, the Honda PCX has a relatively higher price than the Yamaha NMAX, its main competitor. This price difference has the potential to influence consumer preferences, especially consumers who are price-sensitive or have budget constraints.

This finding is consistent with the price theory presented by Ismunandar et al., (2023) that price is not just a nominal number, but reflects the perceived value received by consumers. If consumers feel that the price of a product is comparable to the benefits received, they will have a higher purchase interest. Conversely, if the price is considered too expensive compared to other products that offer similar benefits, purchase interest will tend to be low. Thus, the higher price of the Honda PCX compared to its competitors can be a factor that inhibits consumer purchase interest, but it still has a significant influence because some consumers still consider the quality and features of the Honda PCX to be worth the price.

Third, the discussion of Ha3 shows that brand image and price simultaneously have a significant effect on the purchasing interest of the Honda PCX motorcycle. This is proven by the results of the F-statistic test, which shows a significance value below 0.05, meaning that both variables together make an important contribution to shaping consumer purchasing interest. This contribution is further reinforced by the coefficient of determination (Adjusted R Square) value of 0.430, which means that 43% of the variation in consumer purchasing interest can be explained by the combined variation in brand image and price. This figure is quite large in consumer behavior research, so it can be concluded that the combination of a good brand image perception and an appropriate price is a dominant factor in determining the purchase interest of the Honda PCX motorcycle.

These results have important implications for companies that effective marketing strategies should not only rely on the strength of brand image, but also consider competitive pricing. Amidst competition in the premium automatic motorcycle industry, consumers tend to compare various aspects of each product, including features, design, performance, price, and brand reputation. Thus, Honda as a manufacturer needs to combine a brand image enhancement strategy with a more attractive pricing strategy in order to compete more effectively with Yamaha NMAX.

This finding is also consistent with previous research showing that the combination of brand image and price has a significant influence on purchasing interest in various automotive sectors and other consumer products. Fatmawati & Alikhwan, (2021) research, for example, also shows that brand image has a significant positive relationship with purchase interest in the automotive sector, while Dewinta et al., (2023) research confirms that price is an important variable that influences consumer decisions in choosing products. Another study by Mukhammad Ikhwan Mukhlis (2023) shows that

brand image and price simultaneously explain most of the variation in purchasing decisions for automotive services and products.

By linking the results of this study with the findings of previous studies, it can be concluded that this study reinforces the theoretical position that brand image and price are important factors in influencing consumer preferences and purchase interest. However, the contribution of other variables outside the study, which reached 57%, also shows that purchase interest is influenced by many other factors such as product quality, technological features, ease of use, fuel efficiency, promotions, previous user experiences, and social recommendations.

Overall, the results of this study provide a comprehensive picture that brand image and price play a strategic role in shaping the purchase interest of Honda PCX motorcycle users. The practical implication is that the company needs to strengthen its brand communication strategy to enhance positive consumer perceptions and review its pricing strategy to remain competitive amid fierce competition in the premium automatic motorcycle market. Thus, this discussion not only explains the results of statistical analysis but also contributes to theoretical understanding and practical implications relevant to the development of Honda PCX marketing strategies in the future.

Conclusion

The research results show that brand image has a positive and significant influence on buying interest. This means that the better the Honda PCX brand image in the eyes of consumers, the higher their buying interest. This is in line with the theory that a strong brand image will create trust, loyalty and emotional appeal for consumers. Price (price) has a significant influence on buying interest. Consumers consider prices that are competitive and appropriate to the value they get from the product. This shows that interest in purchasing a Honda PCX automatic motorbike is not only based on quality, but also on the perceived affordability of the price which makes consumers want to buy this Honda PCX motorbike. Simultaneously, brand image and price have a significant influence on buying interest. The combination of a positive brand image and competitive prices is an important factor in encouraging consumers to buy the Honda PCX automatic motorbike.

References

- Azmi, M., Shihab, M. S., Rustiana, D., Indra, & Lazirkha, D. P. (2022). The Effect Of Advertising, Sales Promotion, And Brand Image On Repurchasing Intention (Study On Shopee Users). *IAIC Transactions on Sustainable Digital Innovation (ITSDI)*, 3(2), 76–85. <https://doi.org/10.34306/itsdi.v3i2.527>
- Azmy, A., Nauyoman, D., & Zakky, M. (2020). The Effect Of Brand Image And Perception Of Products On The Purchase Decisions Of Matic Motorcycle In East Belitung. *Jurnal Administrasi Bisnis*, 9(1), 31–42. <https://doi.org/10.14710/jab.v9i1.25278>

- Dewinta, A., Purmono, B. B., Afifah, N., Barkah, B., & Marumpe, D. P. (2023). INFLUENCE OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION MEDIATED BY BRAND AWARENESS OF SKINTIFIC ON TIKTOK. *Jurnal Ekonomi*, 12(04), 1836–1845.
- Fatmawati, I., & Alikhwan, M. A. (2021). How Does Green Marketing Claim Affect Brand Image, Perceived Value, and Purchase Decision? *E3S Web of Conferences*, 316, 01020. <https://doi.org/10.1051/e3sconf/202131601020>
- Girsang, N. M., Rini, E. S., & Gultom, P. (2020). THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON RE-PURCHASE INTENTION WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLES IN CONSUMERS OF SKINCARE ORIFLAME USERS – A STUDY ON STUDENTS OF NORTH SUMATRA UNIVERSITY, FACULTY OF ECONOMICS AND BUSINESS. *European Journal of Management and Marketing Studies*, 0. <https://doi.org/10.46827/ejmms.v0i0.726>
- Ismunandar, I., A, C. H. S., Sari, D. I., Maryoso, S., & Yusuf, M. (2023). Honda PCX Motorcycle Promotion Consumer Satisfaction. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2). <https://doi.org/10.24256/kharaj.v5i2.3879>
- Kamalia, I. M., & Hendrayati, H. (2025). *Consumer Transformation in Realizing the Society 5.0 Concept Through Purchase Decisions in the Indonesian E-Commerce Industry*. 448–456. https://doi.org/10.2991/978-94-6463-817-2_55
- Muldiansyah, M., Mulyadi, A., & Mulyadi, D. (2025). *Analysis of the Sales Budget for Honda and Yamaha Motorcycles in Indonesia in 2023*. <https://jurnal.usbypkp.ac.id/index.php/AJIB/article/view/3922>
- Naufal, M., Riyanto, D. W., & Robbie, R. I. (2021). Analysis of Influencing Factors Consumers in Decision to Purchase Honda PCX Motorcycle. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 1(01), 24–29. <https://doi.org/10.22219/jamanika.v1i1.16005>
- Prihatini, W., & Gumilang, D. A. (2021). The Effect of Price Perception, Brand Image and Personal Selling on the Repurchase Intention of Consumers B to B of Indonesian General Fishery Companies with Customer Satisfaction as Intervening Variables. *European Journal of Business and Management Research*, 6(2), 91–95. <https://doi.org/10.24018/ejbmr.2021.6.2.756>
- Santoso, S., & Arindaputri, N. B. (2023). ANALYSIS OF THE INFLUENCE OF DIGITAL MARKETING, BRAND IMAGE, AND PRICE PERCEPTION ON PURCHASE INTENTION AND BRAND LOYALTY IN UNIQLO APPAREL PRODUCTS. *INTERNATIONAL JOURNAL OF RESEARCH IN BUSINESS AND SOCIAL SCIENCE*, 12(4), 57–65.

Utama, A. P., & Ambarwati, A. N. (2022). The Effect of Brand Awareness, Brand Image and Trust On Consumer Buying Interest. *Devotion : Journal of Research and Community Service*, 3(13), 2310–2330. <https://doi.org/10.36418/dev.v3i13.278>