The Effect of Product Quality, Product Price, Electronic Word of Mouth, and Brand Image on Purchase Decisions

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Abstract: In a highly competitive automotive market like Jakarta, consumer purchasing decisions are influenced by various factors, including product quality, price, electronic word of mouth (e-WOM), and brand image. However, previous research has focused more on everyday consumer products, while studies on high-value products like motorcycles are still limited. This research aims to analyze the influence of product quality, price, e-WOM, and brand image on decisions to purchase Honda motorcycles in Jakarta. The research method used is a quantitative approach with a purposive sampling technique applied to 120 respondents. Data were analyzed using Partial Least Squares (SmartPLS)-based Structural Equation Modeling (SEM). The research results indicate that product quality, price, and e-WOM do not significantly influence purchase decisions, while brand image has a positive and significant effect. This finding confirms that brand image is a dominant factor in driving consumer purchasing decisions for automotive products. The implication of this research is the need for a marketing strategy that focuses on strengthening brand image through consistent brand communication, improved after-sales service, and product innovation to reinforce consumer perception.

Keywords: Product Quality, Product Price, Electronic Word of Mouth, Brand Image, Purchase Decisions.

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Introduction

In the increasingly competitive automotive industry, especially in large cities like Jakarta, understanding the factors that influence consumer purchasing decisions is crucial. As one of the market-leading brands, Honda Motor needs to consider product quality, price, electronic word-of-mouth (e-WOM), and brand image to maintain competitiveness and increase consumer loyalty (Jalilvand & Samiei, 2012; Torlak et al., 2014). The development of digital technology has transformed the way consumers make purchasing decisions. Consumers no longer rely solely on the functional aspects of a product. However, they are also influenced by online reviews, brand perception, and price comparisons that are easily accessible through digital media (Saraswati & Giantari, 2022). This situation underscores the need for companies to understand the interaction between product quality, price, e-WOM, and brand image in influencing purchasing decisions, particularly for high-value products such as motor vehicles (Ismagilova et al., 2020). Theoretically, the Theory of Planned Behavior (TPB) explains the relationship between these variables. According to TPB, attitudes, subjective norms, and perceived behavioral control influence consumer behavior. In this framework, product quality and price shape attitudes toward behavior, e-WOM reflects subjective norms, and brand image shapes perceived behavioral control (Saraswati & Giantari, 2022; Sihombing et al., 2023).

Although various previous studies have examined factors influencing purchasing decisions, most have focused on everyday consumer products such as fashion and electronics (Liu et al., 2022). Limited studies specifically highlight the influence of product quality, price, e-WOM, and brand image in the automotive context, particularly on Honda motorcycles in Jakarta. Therefore, this research contributes to the existing literature by addressing this gap using a quantitative approach based on SEM-PLS. Therefore, this study is expected to contribute academically by extending the literature on consumer behavior in high-involvement automotive products, while also providing practical implications for companies to strengthen brand image and develop more effective marketing strategies in a highly competitive market.

Literature review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (Ajzen, 2020), explains that individual behavior is influenced by three main factors: attitude toward behavior, subjective norms, and perceived behavioral control. In the context of this research, product quality and price can be seen as factors that shape consumer attitudes toward purchasing, e-WOM acts as a subjective norm because it

reflects social influence, while brand image reflects perceived behavioral control because it reinforces consumer confidence in making decisions (Knauder & Koschmieder, 2019).

Product Quality and Purchase Decision

Product quality has long been recognized as an important factor in shaping purchasing decisions. High-quality products tend to foster consumer trust and satisfaction (Hanaysha, 2018). Research in the automotive context confirms that durability, fuel efficiency, and safety are the primary attributes driving vehicle purchases. However, not all studies show consistent effects of product quality (Morales Matamoros et al., 2025). Some studies in the fast-moving consumer goods sector have found a significant influence, while research on high-involvement products indicates that consumers do not always prioritize quality as the main consideration but rather emphasize brand perception. This confirms that the influence of product quality is contextual, depending on the type of product and consumer expectations (Niedermeier et al., 2021).

Electronic Word of Mouth (e-WOM) and Purchase Decision

The development of digital media has made e-WOM one of the most influential sources of information in the consumer decision-making process. Showed that the volume and valence dimensions of online reviews can increase purchase interest, while variance can decrease consumer trust if the reviews are too few or contradictory (Yan et al., 2016). Research adds that e-WOM does not always have a direct impact but can work through brand image as a mediating variable (Reyes-Menendez et al., 2019). This aligns with the findings of (Purnasari & Yuliando, 2015) which showed that e-WOM contributes to brand trust, ultimately driving purchasing decisions. However, for high-value products like motorcycles, the power of e-WOM often diminishes because consumers prioritize personal experiences or direct recommendations from close contacts. Thus, the influence of e-WOM is inconsistent and highly dependent on the product context and the credibility of the information source (Cheng et al., 2021; Ismagilova et al., 2020).

Brand Image and Purchase Decision

Brand image is a factor consistently found to have a significant influence on purchasing decisions. A strong brand fosters trust, reduces perceived risk, and increases consumer loyalty. research found that brand image can mediate the influence of price and product quality on purchase decisions (Sihombing et al., 2023). This finding aligns with the research, which confirms that brand image serves as a representation of symbolic value, making it easier for consumers to make decisions, especially for automotive products. Unlike other variables that sometimes show inconsistent results, the influence of brand image tends to be stable and

dominant. Therefore, brand image can be seen as a key determinant in the decision-making process for purchasing a motor vehicle (Saraswati & Giantari, 2022).

Research Gap and Conceptual Framework

Based on the results of the literature review, it is evident that although product quality, price, e-WOM, and brand image have been extensively researched, most previous studies still focus on the consumer goods sector or fashion products (Seo et al., 2020). Studies that specifically examine these four variables simultaneously in the automotive context, particularly motorcycles in the Jakarta market, are still limited. This research aims to fill this gap by building a TPB-based conceptual model, where product quality and price are positioned as shapers of consumer attitudes, e-WOM as a subjective norm, and brand image as perceived behavioral control, all of which collectively influence purchase decisions (Nguyen et al., 2025).

Research Method

This study employs a descriptive quantitative approach to examine the relationship between independent variables product quality, product price, electronic word of mouth (e-WOM), and brand image and the dependent variable, purchase decision. Data were obtained from respondents in the Jakarta area using purposive sampling. This sampling technique was deliberately selected because the respondents were required to meet predetermined criteria, thereby ensuring that the information provided was both relevant and aligned with the research objectives. Referring to the opinion of Hair et al. (2021), who stated that the recommended minimum number of respondents for multivariate analysis such as regression or Structural Equation Modeling (SEM) is around 100 to 150 people, depending on the number of independent variables and the complexity of the research model. Considering that this study uses four independent variables, the number of 120 respondents is considered to meet the recommended minimum criteria. Therefore, the number of respondents in this study can be considered sufficient and representative to describe the influence of product quality, price, electronic word of mouth, and brand image on the purchase decisions of Honda motorcycles in Jakarta (Hair Jr et al., 2021).

According to Roscoe, as cited in Sekaran and Bougie (2010), an appropriate sample size for research ranges between 30 and 500 respondents. Furthermore, for analyses involving regression or other statistical methods, the minimum recommended sample size is ten times the number of independent variables included in the study. Since this research employs four independent variables, the minimum required sample size is approximately 40 respondents. Based on this guideline, the sample size of 120 respondents used in this study is considered adequate, representative, and sufficient to meet the requirements of statistical analysis.

The research instrument utilized in this study is a structured questionnaire. Creswell (2018) defines a questionnaire as a standardized set of questions designed to collect data on a particular research variable or topic (Sekaran & Bougie, 2010).The questionnaire consists of five variables product quality, product price, electronic word of mouth (e-WOM), brand image, and purchase decision each measured using five indicators. This study employs a Likert scale as the measurement instrument. The Likert scale is widely used to gauge the attitudes, opinions, and perceptions of individuals or groups toward specific social phenomena (Ringle et al., 2020; Sarstedt et al., 2021).

Result and Discussion

Validity analysis assesses how well the study's indicators measure the intended construct. Based on the data processing results using SmartPLS, the Average Variance Extracted (AVE) value for all research variables is above 0.50. This indicates that each indicator has adequate internal consistency in representing its respective construct (Hair Jr et al., 2021). This finding aligns with the opinion of Sekaran and Bougie (2016) that an AVE value above 0.50 is the minimum requirement to meet the criteria for convergent validity.

Furthermore, the reliability test results indicate that the Cronbach's Alpha and Composite Reliability values for all variables exceed the threshold of 0.70. Thus, the research instrument can be declared reliable because it is able to produce consistent measurements. These results support previous literature confirming that instrument reliability is an important prerequisite for structural analysis to yield valid results (Sekaran & Bougie, 2016). Therefore, the instrument used in this study is suitable for proceeding to the hypothesis testing stage.

Validity Analysis

Convergent validity

The results of the convergent validity test show that all research variables have an Average Variance Extracted (AVE) value above the minimum threshold of 0.50. In detail, the product quality variable (X1) obtained an AVE value of 0.740, product price (X2) 0.653, e-WOM (X3) 0.754, and brand image (X4) 0.723. These four values demonstrate that the intended construct can explain more than 50% of the indicator variance. Thus, all indicators in this study are proven to be consistent in representing the concept being measured, so the instrument used can be declared convergently valid.

Table 1 Convergent Analysis Test Results

Variable	Average Variance Extracted
Product Quality	0.740
Price	0.653
Electronic Word of Mouth (e-WOM)	0.754
Brand Image	0.723
Purchase Decision	0.591

Table 1 presents the results of the AVE test for all research variables. The results show that each construct has an AVE value greater than the minimum threshold of 0.50. Specifically, product quality has an AVE value of 0.740, price 0.653, e-WOM 0.754, brand image 0.723, and purchase decision 0.591. These findings indicate that all constructs in this study meet the convergent validity criteria, as more than 50% of the variance of each indicator is explained by its respective latent variable. In other words, the indicators used in this study are consistent and reliable in measuring the intended constructs, which means the measurement model is valid in terms of convergent validity.

Discriminant Validity

Discriminant validity refers to the extent to which a construct is truly distinct from other constructs in the model, ensuring that each construct measures a concept that is both conceptually and empirically unique. The assessment of discriminant validity in this study was carried out using the Fornell-Larcker Criterion, which compares the square root of the AVE of a construct with its correlation values against other constructs. As shown in Table 2, the results indicate that the square root of the AVE for each construct is greater than its correlations with other constructs. This finding confirms that all constructs in the model fulfill the requirements of discriminant validity, thereby demonstrating that each construct is empirically distinct and measures different conceptual domains.

Table 2 Fornell-Larcker Criterion

	KP	HP	EW	CM	KB
KP	0.860	-	-	-	-
HP	0.839	0.808	-	-	-
EW	0.745	0.800	0.868	-	-
CM	0.681	0.722	0.744	0.850	-
KB	0.635	0.624	0.633	0.776	0.769

Table 2 presents the results of the Fornell-Larcker Criterion test, which is used to evaluate discriminant validity. The values on the diagonal (in bold) represent the square roots of the AVE for each construct, while the off-diagonal values represent the correlations between constructs. Discriminant validity is established when the square root of the AVE for each construct is greater than its correlation with other constructs.

As shown in the table, the square root of the AVE for Product Quality (0.860), Price (0.808), e-WOM (0.868), Brand Image (0.850), and Purchase Decision (0.769) are all higher than their respective correlations with other constructs. For example, the square root of the AVE for Product Quality (0.860) is higher than its correlations with Price (0.839), e-WOM (0.745), Brand Image (0.681), and Purchase Decision (0.635). Similarly, the square root of the AVE for e-WOM (0.868) is higher than its correlations with all other constructs. These results confirm that each construct in the model is empirically distinct from the others, meaning that the indicators used measure different conceptual domains. Therefore, the discriminant validity requirements are satisfied, and the constructs can be considered valid for further structural analysis.

Reliability Analysis

Reliability analysis was conducted to ensure that the measurement instruments used in this study are consistent and dependable. The results show that the Cronbach's Alpha values for all constructs are above 0.70, which indicates that the instruments meet the minimum threshold of internal consistency. This means that the items within each construct are measuring the same underlying concept reliably.

Furthermore, the composite reliability values for each construct were also found to be higher than 0.70. This result reinforces the conclusion that the measurement model is highly reliable. In other words, the constructs of product quality, price, e-WOM, brand image, and purchase decision can all be considered stable and consistent across their respective indicators. With both Cronbach's Alpha and Composite Reliability exceeding the accepted thresholds, it can be concluded that the instruments used in this research are statistically reliable and appropriate for further hypothesis testing.

Table 3 Cronbach's Alpha Test Results

Variable	Cronbach's Alpha
Product Quality	0.912
Product Price	0.866
Electronic Word of Mouth (e-WOM)	0.919
Brand Image	0.904

Purchase Decision	0.826

Table 3 shows the results of the reliability test using Cronbach's Alpha. All variables in this study have Cronbach's Alpha values above the minimum threshold of 0.70, which indicates that the measurement instruments demonstrate strong internal consistency. Specifically, product quality has a Cronbach's Alpha of 0.912, product price 0.866, e-WOM 0.919, brand image 0.904, and purchase decision 0.826. These results confirm that all constructs are reliable and capable of producing consistent responses across their indicators. In other words, the items measuring each variable are strongly correlated with one another and consistently capture the same underlying concept. Therefore, the measurement model in this study can be considered statistically reliable and suitable for further structural analysis.

Table 4 Composite Reliability

Variable	Composite Reliability
Product Quality	0.934
Product Price	0.903
Electronic Word of Mouth (e-WOM)	0.939
Brand Image	0.929
Purchase Decision	0.878

Table 4 presents the results of the composite reliability test for all research variables. The findings show that each variable has a composite reliability value above the recommended threshold of 0.70. Specifically, product quality has a value of 0.934, product price 0.903, e-WOM 0.939, brand image 0.929, and purchase decision 0.878. These results indicate that all constructs in this study have high internal consistency and reliability. In other words, the indicators used to measure each construct are stable and produce consistent responses across different observations. With all values exceeding the minimum requirement, the measurement model can be considered reliable, thereby supporting the validity of subsequent structural analysis.

Data Analysis

Results of the Coefficient of Determination Analysis (R^2)

The coefficient of determination (R^2) illustrates the extent to which exogenous constructs contribute to explaining the variance of an endogenous construct. Generally, R^2 values of 0.75, 0.50, and 0.25 can be interpreted as strong, moderate, and weak, respectively, within the context of social and behavioral research. In this study, the R^2 value for the purchase

decision construct is 0.624, with an adjusted R^2 of 0.611. This indicates that 62.4% of the variance in purchase decisions can be explained by the exogenous variables (product quality, product price, e-WOM, and brand image), while the remaining 37.6% is influenced by other factors not included in the model. With an R^2 above 0.50, the model demonstrates a moderately strong explanatory power, suggesting that the constructs analyzed are relevant and provide a high level of predictive ability in explaining consumer purchase decisions.

Table 5 Results of the Coefficient of Determination Analysis

Variable	R-Square	R-Square Adjusted
Purchase Decision	0.624	0.611

Based on the results of the coefficient of determination (R-square) shown in Table 5, the purchase decision variable obtained a value of 0.624. This indicates that 62.4% of the variation in purchase decisions can be explained by the independent variables used in the model, while the remaining 37.6% is explained by other factors outside the model. This value falls into the strong category, which suggests that the model has good predictive power. Meanwhile, the adjusted R-squared value of 0.611 takes into account the number of predictor variables and the sample size used in the model. Although slightly lower than the unadjusted R-square, this value still shows that the model has a good level of fit in explaining the dependent variable. This result demonstrates the efficient construction of the model and its continued relevance in capturing the determinants of purchase decisions.

Bootstrapping

In the context of Structural Equation Modeling (SEM) with Partial Least Squares (PLS), bootstrapping is applied as a non-parametric statistical technique to test the significance of the estimated parameters in the model. This method works by repeatedly resampling the original dataset to generate an empirical distribution of the estimates, allowing a more accurate assessment of statistical significance. Through this approach, parameters such as path coefficients, the coefficient of determination (R^2), and outer loadings can be evaluated for their reliability.

In this study, the bootstrapping procedure was carried out to examine the statistical significance of the relationships between the independent variables (product quality, price, e-WOM, and brand image) and the dependent variable (purchase decision). The results of bootstrapping confirmed that brand image has a significant effect on purchase decision, while product quality, price, and e-WOM did not show significant effects. These findings highlight that only brand image meets the statistical criteria for significance, thereby strengthening its role as the dominant factor influencing consumer decisions in this model.

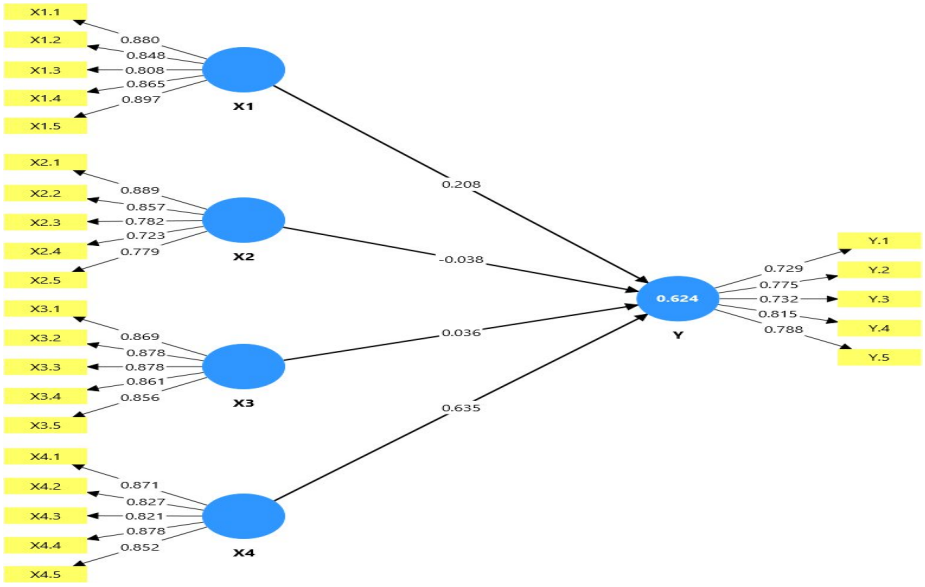

Figure 1 Bootstrapping Analysis Results

The results of the bootstrapping analysis on the structural model show varying relationships between the latent constructs and the dependent variable Y. Of the four exogenous constructs (X1, X2, X3, and X4), only X4 shows the strongest influence on Y with a path coefficient value of 0.635. This indicates that X4 significantly contributes to explaining variable Y. Meanwhile, construct X1 has a positive influence on Y with a coefficient value of 0.208, although its influence is not as strong as X4. Unlike X1 and X4, constructs X2 and X3 show very little influence on Y, with coefficient values of -0.038 and 0.036, respectively. These values indicate that the contribution of X2 and X3 to Y can be considered weak and likely not statistically significant. The overall coefficient of determination (R) value for construct Y in this model is 0.624. This means that 62.4% of the variation occurring in variable Y can be explained by the four exogenous constructs combined, indicating that the model's predictive power is in the moderately strong category.

From a convergent validity perspective, all indicators for each construct have outer loading values above 0.7, which means that each indicator consistently represents its respective construct. For example, the indicators for construct X1 have loadings between 0.808 and 0.897, construct X2 between 0.723 and 0.889, construct X3 between 0.856 and 0.878, and construct X4 between 0.821 and 0.878. Meanwhile, the indicators for construct Y range between 0.729 and 0.815. These values indicate that the model has met the criteria for convergent validity, which is one of the important requirements in evaluating measurement models in SEM. Thus, it can be concluded that in this model, X4 is the construct that has the most influence on Y, while X1 has a more moderate influence. Conversely, X2 and X3 do not have a significant impact. Overall, this model has fairly adequate predictive power, and its indicators have met the required convergent validity criteria.

Hypothesis Test Results

Hypothesis testing was conducted to examine the causal relationships between the independent variables (product quality, product price, e-WOM, and brand image) and the dependent variable (purchase decision). The results of the statistical analysis are presented in Table 6.

Table 6 Hypothesis Test Results

Hypothesis	Variable	Original Sample (O)	STDEV	T-Statistics	P-Values	Conclusion
H1	Product Quality (X1) → Purchase Decision (Y)	0.208	0.142	1.467	0.142	Not Significant (Rejected)
H2	Product Price (X2) → Purchase Decision (Y)	-0.038	0.785	0.273	0.785	Not Significant (Rejected)
H3	e-WOM (X3) → Purchase Decision (Y)	0.036	0.798	0.256	0.798	Not Significant (Rejected)
H4	Brand Image (X4) → Purchase Decision (Y)	0.635	0.002	3.035	0.002	Significant (Supported)

The results of hypothesis testing show varying effects of the independent variables on purchase decisions. The first hypothesis (H1), which examines the effect of product quality on purchase decision, yields a path coefficient of 0.208 with a p-value of 0.142. Although the relationship is positive, it is not statistically significant, indicating that product quality does not substantially influence consumer purchasing behavior. Similarly, the second hypothesis (H2) reveals that product price has a negative and insignificant effect on purchase decisions, with a path coefficient of –0.038 and a p-value of 0.785. This suggests that, in the case of motorcycle purchases, consumers do not rely heavily on price as the main determinant of their decision.

The third hypothesis (H3) tests the effect of e-WOM on purchase decisions and produces a positive but insignificant result, with a path coefficient of 0.036 and a p-value of 0.798. This implies that online reviews and digital recommendations alone are not strong enough to drive

purchase decisions for motorcycles, which are high-involvement products that often require more personal evaluation and direct recommendations from trusted sources. In contrast, the fourth hypothesis (H4) demonstrates a significant positive effect of brand image on purchase decisions, with a path coefficient of 0.635 and a p-value of 0.002. This confirms that brand image is the dominant factor shaping consumer decisions, highlighting that Honda's strong reputation, perceived reliability, and positive brand perception play a decisive role in encouraging consumers to make a purchase.

Table 7 Recapitulation of Hypothesis Test Results

Hypothesis	Hypothesis Statement	Result
H1	Product quality has a positive and significant effect on purchase decision.	Not Supported
H2	Product price has a positive and significant effect on purchase decision.	Not Supported
H3	Electronic word of mouth (e-WOM) has a positive and significant effect on purchase decision.	Not Supported
H4	Brand image has a positive and significant effect on purchase decision.	Supported

Table 7 summarizes the overall results of the hypothesis testing. The findings show that three hypotheses (H1, H2, and H3) are not supported, meaning that product quality, product price, and e-WOM do not have a significant effect on purchase decisions. Although these variables may influence consumer perceptions to some extent, the statistical analysis indicates that their contribution is not strong enough to shape the final decision. In contrast, the fourth hypothesis (H4) is supported, confirming that brand image has a positive and significant effect on purchase decisions. This result highlights that among the variables tested, brand image is the dominant factor influencing consumer behavior, as a strong and trusted brand provides confidence, reduces perceived risk, and encourages consumers to proceed with the purchase.

Discussion

Based on the data analysis results, it is known that product quality has a positive but not significant influence on the purchase decision of Honda motorcycles in Jakarta. This conclusion means that while improving product quality generally tends to drive purchasing decisions, this influence was not strong enough or statistically proven in this study. These findings contradict the research by Sualang et al. (2023), Satdiah et al. (2023), and Pasaribu (2022), which stated that product quality has a positive and significant influence on

purchasing decisions. Therefore, it can be concluded that these results do not support the initial hypothesis. This result indicates that although consumers may consider quality important, in the context of Honda motorcycles in Jakarta, quality is not the primary factor directly driving purchasing decisions.

The initial hypothesis in this study stated that product price has a positive influence on purchasing decisions, assuming that a suitable or competitive price would encourage consumers to purchase Honda motorcycles. However, based on the data analysis results, it was found that product price actually has a negative and insignificant influence on Honda motorcycle purchasing decisions in Jakarta. This finding is inconsistent with the research of Harahab et al. (2023), Sualang et al. (2023), or Yuvira et al. (2021), nor with the initial hypothesis formulated based on theoretical foundations, which states that price is a crucial component of the marketing mix and plays a role in shaping consumer perceptions of the value of a product. The discrepancy between the initial hypothesis and the research results can be caused by several factors. One of these is consumer perception of Honda products as having added value, such as fuel efficiency, durability, and an extensive service network. Therefore, despite price fluctuations, consumers still view Honda products as a worthwhile investment and do not make price the primary factor in their purchasing decisions.

The initial hypothesis in this study states that electronic word of mouth (e-WOM) has a positive influence on purchase decisions. However, the analysis results in this study indicate that although e-WOM has a positive direction of influence, this influence is not significant on the purchase decision of Honda motorcycles in Jakarta. These findings contradict the research by Saputra et al. (2024), Rozi et al. (2024), and Fajrina & Jalaludin (2023), as well as the initial hypothesis. This means that even though more and more consumers are receiving positive information or recommendations online, their influence is not statistically strong enough to drive consumers to purchase Honda motorcycles. This discrepancy between the hypothesis and the results could be due to several factors. One of these is that purchasing a motorcycle is a complex and high-value decision, so consumers don't just rely on information from digital media but also consider other more trusted sources of information, such as personal experience, direct recommendations from family or close friends, and overall brand reputation assessments.

The research results indicate that brand image has a positive and significant influence on the purchase decision of Honda motorcycles in Jakarta, consistent with the initial hypothesis. These results are also consistent with the research by Pratama & Hayuningtias (2022), Pasaribu (2022), and Harahab et al. (2023). This means that the more positive consumers' perception of the Honda brand, the greater the likelihood they will decide to purchase the product. A strong brand image creates a sense of trust and confidence in consumers regarding

the quality and benefits they will receive. Honda, a long-established brand in Indonesia, has a reputation for fuel-efficient, durable motorcycles supported by an extensive after-sales service network. This strengthens positive consumer perception, making them more likely to be loyal and confident in their purchasing decisions. In high-value products like motor vehicles, brand perception plays a crucial role in the consumer consideration process, even more so than price or promotional factors. Various previous studies also support this finding, indicating that brand image shapes loyalty and influences purchasing decisions. Therefore, companies need to continuously maintain and improve their brand image through product quality, excellent service, and consistent brand communication. A strong brand image has proven to be one of the most influential assets in winning market competition and attracting consumer purchasing interest.

Conclusions

This study analyzes the influence of product quality, product price, electronic word of mouth (e-WOM), and brand image on the purchase decision of *X* brand motorcycles in Jakarta. The results show that product quality has a positive but insignificant effect on purchase decisions. Product price exhibits a negative and insignificant effect, indicating that consumers do not consider price as the primary factor when purchasing *X* brand motorcycles. Similarly, e-WOM demonstrates a positive but insignificant effect, suggesting that online reviews and recommendations are not yet strong enough to directly shape purchasing decisions. In contrast, brand image has a positive and significant effect, confirming that it serves as the dominant factor influencing consumers in choosing automotive products, particularly *X* brand motorcycles in Jakarta. These findings suggest that companies should prioritize strengthening brand image through enhanced service quality, consistent brand communication, and continuous product innovation to foster consumer trust and loyalty.

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