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Factors Driving Purchase Decision of the Honda Scoopy

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Abstract
The purpose of this study is to determine the influence of product quality, brand image, price, and Islamic ethics of consumption on the decision to purchase a Honda Scoopy in Bukittinggi. The research methodology is a quantitative method, collecting data through questionnaires that have been given or distributed to buyers or users of Honda Scoopy in Bukittinggi City. After the data has been collected as many samples as needed, it is then analyzed using statistical methods that identify how much influence independent variables have on purchase decision. Then, the results of this study show that two variables, namely brand image and price, are proven to have a significant impact on purchase decision. The two variables other, do not show a significant influence partially. However, simultaneously all four variables still contribute to the decision to purchase a Honda Scoopy. The final findings of this study indicate that consumers views on brand image variables, as well as price factors, significantly influence the decision making process in purchase decision a Honda Scoopy.
Keywords*:* Brand Image, Islamic Ethics of Consumption, Price, Product Quality, Purchase Decision

INTRODUCTION

The automotive sector in Indonesia is showing a significant upward trend, particularly in the motorcycle segment, which serves as the primary means of transportation for the public. Motorcycles are preferred for their cost efficiency, ease of mobility, and flexibility of use, particularly in urban areas with high congestion levels (Wafa, 2025). This situation has driven intense competition among manufacturers, requiring companies to offer not only competitively priced products but also quality products, brand image, and ethical values that align with consumer characteristics, particularly in regions with a Muslim majority population like in Indonesia.

Table 1. Motorcycle sales trends in Indonesia 2023–2026

Year	Motorcycle Sales	Growth
2023	6,236,992 units	↑ 19.4%
2024	6,333,310 units	↑ 1.5%
2025	6,412,769 units	↑ 1.3%
2026*	6.4-6.7 million units (projection)	Stable

Source: Goodstats.id 2026

A purchasing decision is defined as the outcome of a series of processes involving the assessment of various relevant factors, both functional and psychological. Previous research has shown that product quality significantly impacts the decision to purchase a product or service (Puteri et al., 2022; Sari & Wahyuni, 2020), as it reflects a product's ability to meet consumer expectations and desires. Furthermore, brand image has been shown to influence purchasing decisions through consumer perceptions, trust, and experiences with a brand (Firmansyah, 2019; Rangkuti, 2020). Price is also a key consideration because it directly impacts purchasing power and perceived value (Kotler & Keller, 2016; Setiyawan et al., 2023).

In the context of Muslim societies, aspects of Islamic consumption ethics are also important variables in shaping purchasing behavior and decisions. Islamic consumption ethics emphasize the principles of halal (permissible), thayyib (good), simplicity, and avoiding waste (Muflih, 2016; Ihsana et al., 2021). Several studies have shown that religious values and consumption ethics can influence product preferences and consumer loyalty to certain brands (Antonio, 2001; Khoerunnisah et al., 2025).

However, most previous research has focused on conventional economic and marketing factors, with limited empirical integration of Islamic consumption ethics variables and purchasing decisions, particularly in the two-wheeled automotive sector. Although several studies have examined the influence or impact of product quality, brand image, and price on purchasing decisions, there remains a research gap in integrating these four variables, including Islamic consumption ethics, into a comprehensive research model. Furthermore, previous research tends to be general in nature and has not specifically examined motorcycle products within a local context, such as Bukittinggi City. However, the social, cultural, and religious characteristics of the local community have the potential to influence consumption patterns and purchasing decisions differently than those of other regions.

Another gap in the lack of empirical studies, consumer perceptions of product quality and brand image with Islamic based consumption practices in motorcycle purchasing decisions. This highlights the need for research that can more fully explain how modern marketing factors and Islamic ethical values interact to shape consumer purchasing decisions. Based on these

facts, the main problem in this study is how product quality, brand image, price, and Islamic consumption ethics influence the decision to purchase a Honda Scoopy in Bukittinggi City. Specifically, this study seeks to answer whether each of these variables has an influence individually or collectively on decision-making. Therefore, the research hypothesis can be concluded that product quality, brand image, price, and Islamic consumption ethics have a significant influence on the decision to purchase a Honda Scoopy. To address these issues, this study employs a quantitative approach and several brief discussions using multiple linear regression to evaluate the causal relationship between the independent and dependent variables. This approach is expected to provide a rational overview of the various factors influencing a purchasing decision, while integrating a modern marketing perspective with Islamic ethical consumption values.

The main objective of this study is to assess based on the data obtained regarding the influence of product quality, brand image, price, and Islamic consumption ethics on purchasing decisions for Honda Scoopy in the Bukittinggi City area, both individually and as a whole. In addition, this study aims to provide a theoretical role in optimizing studies on consumer behavior based on Islamic values and provide practical contributions to companies in implementing appropriate marketing strategies, but also in line with the ethical principles and religious values of society.

LITERATURE REVIEW NAD HYPOTHESES DEVELOPMENT

Purchasing decisions can to be result of consumers cognitive and effective processes in evaluating various alternatives before selecting a product. Previous studies have shown that consumer purchasing decisions can be influenced by internal and external factors, such as quality, brand image, price, and consumer values (Kotler & Keller, 2016; Tjiptono, 2019). The development of marketing in this digital era, purchasing decisions are no longer determined by a product's functional utility, but rather by the symbolic and emotional value inherent in the brand and the product's suitability to the consumer's personal values (Puteri et al., 2022).

Product quality can be interpreted as an important determinant in purchasing decisions because it reflects a product's ability to meet consumer needs, expectations, and satisfaction. Previous research has shown that dimensions of performance, features, reliability, and durability significantly influence consumer perceptions of value and purchase intentions (Sari & Wahyuni, 2020; Agustin, 2016). In the automotive industry, product quality is a crucial factor because it is directly related to the safety, comfort, and efficiency of vehicle use (Setiawan et al., 2021). These empirical findings indicate that the better a product's quality is perceived by the public, the more likely consumers are to make a decision to purchase a

product. In product quality, brand image is a crucial role in shaping purchasing decisions. Brand image reflects consumers' perceptions, associations, and beliefs about a brand through experiences, marketing communications, and company reputation (Firmansyah, 2019; Rangkuti, 2020). Previous research has shown that a positive brand image can increase consumer trust, strengthen loyalty, and accelerate the decision-making process (Putri & Yulianti, 2021). In a competitive market, brand image serves as a key differentiator between similar products and serves as a quality signal for consumers.

Price is another role in a purchasing decision because it reflects the economic sacrifice consumers must pay to obtain a product. Empirical studies show that perceptions of reasonable, affordable prices and product quality have a significant positive influence on purchasing decisions (Kotler & Keller, 2016; Gerardo, 2015). In the context of market competition, price also serves as a positioning tool that can influence consumers' assessments and choices of a brand over its competitors (Setiyawan et al., 2023).

Therefore, the continuity between price and perceived benefits will be a key factor driving purchasing decisions. In Islamic perspective, purchasing decisions are not solely based on rational and emotional considerations, but also on ethical consumption values derived from sharia teachings. Islamic consumption ethics emphasize the principles of halal (permissible), thayyib (good), simplicity, and the avoidance of waste and harm (Muflih, 2016; Ihsana et al., 2021). Several studies have shown that religiosity and understanding of Islamic consumption ethics influence product preferences, brand loyalty, and purchasing decisions among Muslim consumers (Antonio, 2001; Khoerunnisah et al., 2025). However, empirical studies integrating Islamic consumption ethics with conventional marketing variables, particularly in the automotive sector, are relatively limited.

Based on the literature review, it can be concluded that product quality, brand image, and price have been proven to influence purchasing decisions. However, there is a gap in research examining the influence of Islamic consumption ethics in harmony with these three variables within a single research model, particularly in the context of motorcycle products and the Bukittinggi City region. Therefore, this study develops a conceptual model that integrates these four variables to explain consumer purchasing decisions more comprehensively.

Based on the development of previous theories and empirical findings, the research hypothesis can be described as follows:

H1 : Product quality has a significant positive on the purchase decision.

H2 : Brand image has a significant positive on the purchase decision.

H3 : Price has a significant positive on the purchase decision.

H4 : Islamic ethics of consumption have a significant positive on the purchase decision.

H5 : Product quality, brand image, price, and Islamic ethics of consumption as a whole have a significant positive on the purchase decision.

METHODS

This study uses a quantitative methodological approach that utilizes causality research to analyze the influence that occurs between the constructs that remain in the study: product quality (X1), brand image (X2), price (X3), and Islamic consumption ethics (X4) on purchasing decisions (Y). This study was conducted as a survey with primary data collection through the distribution of structured questionnaires. The research subjects can be defined as Honda Scoopy motorcycle consumers in Bukittinggi City. The research location was focused on Bukittinggi City due to its high motorcycle ownership rate and community characteristics relevant to Islamic consumption ethics variables.

The research population is all Honda Scoopy users in the Bukittinggi City. The approach technique used in taking research samples is the purposive sampling technique or sample selection technique based on certain criteria , based on several predetermined respondent criteria: (1) living in the Bukittinggi City area, (2) having purchased and used Honda Scoopy products, and (3) being at least 17 years old. Purposive sampling is a non-probability sampling technique because the population size is unknown, and purposive sampling is used to determine the sample size. Because the exact population size is unknown, this study will use the Cochran formula to determine the sample size.

$$n = \frac{z^2 pq}{e^2} = \frac{(1{,}65)^2(0{,}5)(0{,}5)}{(0.01)} = 68$$

Information :

n = Number required samples

Z ^{2} = Price in normal curve for 10% savings with value 1.65

p = Opportunity 50% correct

q = Opportunity 50% wrong

e ^{2} = Error rate 10% sample

From the results above, it can be concluded that a sample size of 68 people will be taken. To ensure proper research regulation, a sample size of 100 respondents will be used , who are deemed to meet the minimum criteria for multiple regression analysis. This regression model can be expressed using the formula:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + e$$

The analysis was conducted through classical assumption testing consisting of (normality test, multicollinearity test, and heteroscedasticity test). Furthermore, partial tests (t-

test), simultaneous tests (F-test), and coefficient of determination (R^2) tests were conducted to identify the extent of the independent variable's contribution in explaining the relationship between the dependent variable. All statistical tests were conducted at a significance level of 5% or ($\alpha = 0.05$).

RESULTS AND DISCUSSION

Test Validity Convergent

Convergent validity testing is a test to determine whether the indicators or questions in the research are truly capable of measuring the same variables. With consider mark Loading factor > 0.70 and AVE > 0.50.

Table 2. First Outer Loading Value

Indicator	Product Quality	Brand Image	Price	Islamic Ethics of Consumption	Purchase Decision
PQ1	0.783				
PQ2	0.812				
PQ3	0.872				
PQ4	0.842				
PQ5	0.820				
PQ6	0.820				
PQ7	0.759				
PQ8	0.709				
BI1		0.802			
BI2		0.755			
BI3		0.783			
BI4		0.723			
BI5		0.806			
BI6		0.740			
P1			0.732		
P2			0.886		
P3			0.707		
P5			0.755		
P6			0.903		
IEC1				0.781	
IEC2				0.758	
IEC3				0.751	
IEC5				0.842	
IEC6				0.738	
IEC7				0.725	
IEC8				0.750	
PD1					0.742
PD2					0.787
PD5					0.779
PD6					0.749
PD7					0.796
PD8					0.727

Source: SmartPLS, 2026

Based on table results from the third outer loading show that all indicator own color black or own mark above > 0.7, so that Can said that test validity convergent all research indicators declared valid. Then besides outer loading value required Also For see AVE value , as follows AVE value:

Table 3. Average Variance Extraced (AVE)

Variables	Average Variance Extraced (AVE)
Product Quality	0,642
Brand Image	0,591
Price	0,641
Islamic Ethics of Consumption	0,584
Purchase Decision	0,583

Source: SmartPLS, 2026

Based on results from the data on table above states that average value (AVE) has mark below > 0.5 or more from 50% to can presenting construct with Good so can be concluded that study has in accordance with criteria validity convergent.

Test Validity Discriminant

Test validity discriminant is testing For know whether something variables different And No mixed with variables other in study .

Table 4. Heterotrait Monotrait Ratio (HTMT)

Indikator	HTMT
IEC <-> BI	0,669
P <-> BI	0,614
P <-> IEC	0,522
PD <-> BI	0,738
PD <-> IEC	0,676
PD <-> P	0,573
IEC <-> BI	0,752
PD <-> IEC	0,605
IEC <-> P	0,724
IEC <-> PD	0,643

Source: SmartPLS, 2026

The table results that an HTMT value below <0.85 / <0.90 is considered safe and valid. An AVE value above >0.5 or more than 50% and the highest indicator loading value are in the construct itself, thus the discriminant validity test has been met.

Test Reliability

Test reliability is testing For know whether instrument or questionnaire study consistent And can trusted . With value > 0.70 .

Table 5. Test Reliability

Variabel	Cronbach's Alpha (CA)	Information	Composite Reliability (rho_a)	Information
PQ	0,98	Reliable	0,922	Reliable
BI	0,862	Reliable	0,864	Reliable
P	0,856	Reliable	0,861	Reliable
IEC	0,882	Reliable	0,896	Reliable
PD	0,857	Reliable	0,859	Reliable

Source: SmartPLS , 2026

Based on table above seen that Cronbach Alpha (CA) value and rho_A worth above > 0.7 so that variables study This declared reliable.

Inner Model Test

Test Multicollinearity

Test multicollinearity is testing For know whether between variables independent in study each other correlated too tall .

Table 6. Test Multicollinearity (VIF)

Indicator	VIF
PQ -> PD	2.179
BI -> PD	2.075
P -> PD	1.531
IEC -> PD	1.818

Source : SmartPLS , 2026

The table results from mark multicollinearity This show mark below < 3 so that can called No happen multicollinearity among variable .

R-Square

R Square is value that indicates how much big variables independent capable explain variables dependent in study . With mark the more approaching 1 then the influence of the model is increasing stronger , more and more approaching 0 then the influence of the model is increasing weak .

Table 7. R - Square Test

Variable	R-Square
PD	0,565

Source : SmartPLS , 2026

Based on data regarding table above, the value results from R Square to Decision Purchase 0.565 means the quality variable product, image brand, price and ethics consumption

Islam give influence in a way positive to decision in purchase of Honda Scoopy which contributes by 56.5%. Then the remaining 43.5 % are other variables that are not researched.

Test Hypothesis

Test hypothesis is method For know whether suspicion or hypothesis study accepted or rejected based on the data obtained . With p- value < 0.05 → H_0 is rejected and H_1 is accepted and p-value > 0.05 → H_0 accepted (failed rejected).

Table 8. Test Hypothesis

Variabel	Original Sample	T Statistic	P Values	Information
PQ -> PD	0,130	1.239	0,215	Rejected
BI -> PD	0,332	2.562	0,010	Accepted
P -> PD	0,318	2.989	0,003	Accepted
IEC -> PD	0,128	1.467	0,142	Rejected

Source : SmartPLS , 2026

Based on table, the results of the SmartPLS analysis test are taken from the *path coefficient output value* which shows the relationship between variable X and variable Y. If the p-value <0.05, then H_0 is rejected and H_1 is accepted. There is an influence/difference, otherwise if the p-value >0.05, then H_0 is accepted (fails to be rejected). There is no significant influence/difference.

First, the results testing test hypothesis This show connection between Quality variables Product to Decision Purchases that have mark parameter coefficient of 0.130 with significance 0.215, statistical value 1.239 (1.239 > 1.96) then It means consumer feel that quality relatively similar products with product competitors so that No too show influence significant to decision purchase consumers, in other words the hypothesis rejected. Besides that consumers more notice factor other like image brand And the price considered more in accordance with need And ability consumers .

Second, the results testing test hypothesis This show Brand Image Relationship with Decision Purchase . Brand image own mark sufficient parameter coefficients large 0.332 with significance 0.010, statistical value 2.562 (2.562 > 1.96) then It means consumer feel that image brand very influential or have role important to decision purchase, then thus hypothesis image brand accepted. In other words consumer more tend choose products that have reputation, trust, and good popularity. Consumers believe with strong brand can increaseconfidence self And belief consumer to products purchased. The more Good image brand something product, then the more there is a big possibility consumer do decision purchase

Third , the results testing test hypothesis study This show connection Price to Decision Purchases that have mark sufficient parameter coefficients large 0.318 with significance 0.003, statistical value 2.989 (2.989 >1.96) then It means consumer feel that price very influential or have role to decision purchase consumers , then thus hypothesis study accepted . In other words consumer tend think about appropriate price with need And ability consumers. Consumers Also Like compare price with product other before take decision purchase.

Next, the results testing from test hypothesis This show connection Ethics Islamic consumption with Decision Purchase own mark parameter coefficient of 0.128 with significance 0.142, statistical value 1.467 (1.467 >1.96) then It means consumer feel that ethics consumption Islam No influential to decision purchase.Then from That hypothesis rejected . In other words consumer Not yet make ethics consumption Islamic as consideration main in determination in buy products . Some consumer more focus on needs, prices, and image brand compared to aspect ethics consumption Islamic. Besides that, understanding And implementation values consumption Islamic on every individual Also different, so that its influence to decision purchase become no significant.

CONCLUSION

Based on the analysis of the research results and discussion of the factors driving purchase decision of the honda Scoopy, that Product quality did and Islamic consumption ethics not significantly influence purchasing decisions. The results of this test indicate that consumers generally tend to consider product quality to be the basic standard a product should meet. Brand image and price, has a significant positive influence on purchasing decisions. The results of this test indicate that consumers are generally more likely to choose products from brands with a good reputation and widespread recognition, and affordable prices that align with consumers' financial capabilities improve purchasing decisions. And for conclusion the variables Product Quality, Brand Image, Price, and Islamic Consumption Ethics contribute to the Purchasing Decision by 56.5%, while the remaining 43.5% indicates that there are other variables that were not examined in the study that may influence the purchasing decision.

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