

# THE INFLUENCES OF BRAND IMAGE, WORD OF MOUTH (WOM), AND BRAND TRUST ON PURCHASE DECISION (A STUDY ON SUZUKI MOTORCYCLE CONSUMERS)

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## ABSTRACT

This study aims to investigate the influences of: (1) Brand Image on the Purchase Decision of Suzuki motorcycle consumers; (2) Word of Mouth (WOM) on the Purchase Decision of Suzuki motorcycle consumers; (3) Brand Trust on the Purchase Decision of Suzuki motorcycle consumers; and (4) Brand Image, WOM, and Brand Trust on the Purchase Decision of Suzuki motorcycle consumers. This research employed an associative-causal approach to examine the relationships among the variables studied. Primary data were collected from 190 Suzuki motorcycle consumers using a validated online questionnaire. The sampling technique applied was purposive sampling. Data were analyzed using SPSS 25, including classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), simple and multiple linear regression analysis, and hypothesis testing consisting of the t-test, coefficient of determination ( $R^2$ ), and F-test. The results show that: (1) Brand Image has a positive and significant effect on Purchase Decision, with a t-value of 5.929 and a significance value of 0.000; (2) WOM also has a positive and significant effect on Purchase Decision, with a t-value of 3.311 and a significance value of 0.001; (3) Brand Trust has a positive and significant effect on Purchase Decision, with a t-value of 4.934 and a significance value of 0.000; and (4) simultaneously, all three variables significantly influence the Purchase Decision of Suzuki consumers, with an overall significance value of 0.000. Based on these findings, it is recommended that Suzuki strengthen its brand image, improve service quality, and strategically manage WOM to enhance competitiveness in Indonesia's automotive market.

### Keywords:

Brand Image, Brand Trust, Purchase Decision, Suzuki Motorcycles, Word of Mouth (WOM)

## 1. Introduction

The automotive industry in Indonesia continues to experience rapid growth, particularly within the two-wheeler segment. Motorcycles have become the primary choice of the public as an efficient, economical, and flexible mode of transportation for daily mobility. Japanese motorcycle manufacturers dominate the Indonesian market, with well-established brands such as Honda, Yamaha, Suzuki, and Kawasaki maintaining strong market positions. Their dominance is driven by

advantages in various aspects, including technological innovation, fuel efficiency, and exceptional product durability.

Competition in the motorcycle industry is highly intense, with major brands such as Honda, Yamaha, Suzuki, and Kawasaki continuously striving to secure a larger market share. Each brand implements different marketing strategies to attract consumer attention, ranging from product innovation to competitive promotional activities. These four brands also leverage various marketing channels including advertising, events, digital promotions and build consumer trust through high product quality and reliable services. The competition among motorcycle manufacturers in Indonesia over the past five years, based on rankings, can be seen in the table below:

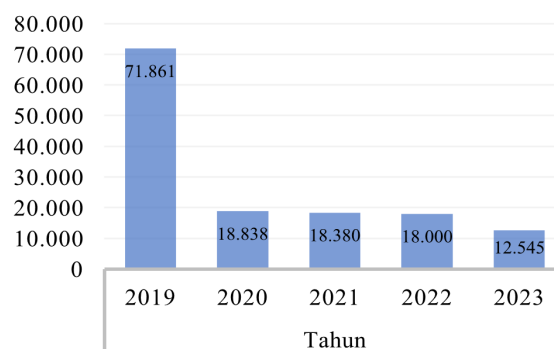
**Table 1.** Comparison of Motorcycle Brand Rankings

Rank	Year	2019	2020	2021	2022	2023
1		Honda	Honda	Honda	Honda	Honda
2		Yamaha	Yamaha	Yamaha	Yamaha	Yamaha
3		Suzuki	Suzuki	Kawasaki	Kawasaki	Kawasaki
4		Kawasaki	Kawasaki	Suzuki	Suzuki	Suzuki

**Source:** Secondary Data (Association of Indonesian Motorcycle Industry / AISI)

Based on data from the Indonesian Motorcycle Industry Association (AISI), Suzuki has experienced a significant decline in market share ranking within the Indonesian motorcycle industry. In 2019 and 2020, Suzuki held the third position, but its ranking dropped to fourth place over the following three years. While Honda and Yamaha consistently maintained the first and second positions without change, Suzuki's position has been less stable compared to other major competitors, such as Kawasaki. The inability to remain consistently within the top three indicates potential issues in Suzuki's marketing strategy and consumer loyalty.

Suzuki, which previously maintained a stable position in third place in 2019 and 2020, experienced a decline to fourth place over the past three years (2021–2023). This increasing instability in Suzuki's market position, particularly when compared with major competitors such as Honda, suggests potential issues in its marketing strategies and declining consumer loyalty. This condition highlights the need for a comprehensive evaluation of Suzuki's performance in the Indonesian market. The following presents Suzuki's motorcycle sales data in Indonesia over the past five years:



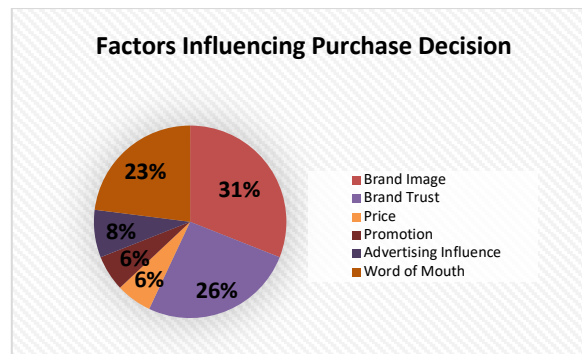
**Fig1.** Sales Data of Suzuki Motorcycle Units

**Source:** Secondary Data (dataindonesia.id/automotive-transportation)

Figure 1 illustrates Suzuki motorcycle sales from 2019 to 2023. The graph shows a significant decline in sales from 2019 to 2020, followed by a continued downward trend through 2023. In 2019, Suzuki recorded its highest sales volume of 71,861 units. However, sales dropped sharply to 18,838 units in 2020 and remained relatively stagnant in 2021 and 2022, with 18,380 units and 18,000 units,

respectively. In 2023, Suzuki's sales further decreased to 12,545 units. This fall indicates the challenges Suzuki has faced in maintaining its market share within the automotive industry over the past five years.

Consumer purchase decisions are the result of a series of processes influenced by various factors. Based on a synthesis of the views of [12] and [4], several determinants of Purchase Decision can be identified, including brand image, brand trust, price, promotion, product quality, advertising influence, and word of mouth. The data presented above indicate that Suzuki's popularity has experienced a significant decline in recent years. This finding is further supported by preliminary research that identified several potential independent variables (X) influencing purchase decisions, as proposed by [12] and [4], which may contribute to this decline. The following section presents the results of the preliminary online survey conducted to identify the factors affecting consumer purchase decisions:



**Fig 2.** Factors Influencing Purchase Decision

**Source:** Primary Data

Based on Figure 2, the factors that most strongly influence Purchase Decision are Brand Image, which contributes 31%, followed by Brand Trust at 26%, and Word of Mouth (WOM) at 23%. This indicates that consumers' positive perceptions of the brand, confidence in the brand's quality and commitment, as well as recommendations from others, play dominant roles in shaping consumer preferences. Meanwhile, price accounts for 8%, followed by promotion and advertising influence, each contributing 6%. Although the contributions of price, promotion, and advertising are relatively smaller, they remain important supporting elements in the consumer decision-making process. Brand Image, Brand Trust, and WOM are therefore identified as the three primary determinants influencing consumers' purchasing decisions regarding Suzuki motorcycles, based on the percentage distribution obtained.

Suzuki's declining position in the Indonesian market illustrates several weaknesses, including a less competitive brand image and suboptimal marketing strategies. Ideally, the motorcycle industry in Indonesia represents a competitive area in which all manufacturers have equal opportunities to increase market share through product innovation, effective marketing strategies, and high-quality after-sales services. As one of the major manufacturers, Suzuki is expected to compete more effectively with other brands by developing innovative products, strengthening marketing communication strategies, and expanding its distribution network. In addition, with the rapid growth of eco-friendly vehicle trends and digitalization, Suzuki must adapt quickly by introducing products aligned with modern consumer needs and optimizing digital marketing strategies to reach a wider market.

Suzuki's consistently declining sales over the past five years from 71,861 units in 2019 to only 12,545 units in 2023 indicate that the company has not succeeded in introducing product innovations capable of attracting consumer interest. This is increasingly evident when compared with major competitors such as Honda and Yamaha, which continue to introduce new technologies

and modern designs. Honda, for instance, has launched environmentally friendly technologies, such as hybrid engines, start-stop systems, and even electric motorcycles, all of which are aligned with global trends toward green mobility. Conversely, Suzuki has not introduced comparable innovations in Indonesia, leading to the perception that the brand is not keeping pace with emerging technologies favored by consumers.

Consumers frequently rely on reviews or recommendations from others before making purchase decisions, and negative Word of Mouth (WOM) can directly reduce purchase intentions. In Suzuki's case, negative WOM particularly concerning declining product quality and inadequate after-sales service has contributed to a deterioration in the brand positive perception. Numerous customer reviews highlight dissatisfaction with Suzuki's service quality, including slow responses to technical issues and unprofessional service at authorized workshops. This aligns with the theory proposed by [1], which states that negative WOM can directly influence purchase decisions, causing potential customers to switch to brands that are more trusted and that possess stronger service reputations.

Brand Image refers to the set of perceptions formed in consumers' minds about a brand, shaped by experiences and interactions with the brand. It encompasses more than logos or slogans, incorporating the overall impression and emotions consumers associate with a brand. Brand Image plays a crucial role in shaping consumer perceptions, which in turn influence loyalty and purchase decisions [10]. Consumers tend to make purchasing decisions when they have a positive image of a brand, as it generates trust and confidence in the quality of the products offered [7].

Suzuki, as one of the main players in the motorcycle market, has historically built a strong Brand Image among consumers. Many consumers view Suzuki as a brand that prioritizes quality, reliability, and innovation in its products. Suzuki motorcycles are often perceived as durable, efficient, and long-lasting, making them attractive to consumers who value performance and durability. Ongoing innovations in technology and design have also contributed to the brand's positive image. A strong Brand Image allows Suzuki to foster consumer loyalty and influence purchasing decisions, especially in market segments that prioritize quality and vehicle reliability.

Word of Mouth (WOM) is a form of interpersonal communication that plays an important role in marketing and consumer decision-making [6]. WOM occurs when consumers share experiences, opinions, or recommendations about a product or service with others, either directly or through social media. WOM is considered effective because information shared through personal sources is often perceived as more credible and trustworthy than corporate advertising or promotional messages. WOM significantly influences consumer behavior, as individuals are more persuaded by the opinions and experiences of people they trust, such as family and friends [3]. Moreover, WOM has the potential to spread quickly, particularly when driven by highly positive or negative experiences.

Consumer trust in a brand, commonly known as Brand Trust, is also a critical factor influencing purchase decisions. Brand Trust refers to the sense of confidence consumers feel through their interactions with a brand, based on perceptions of reliability and responsibility [11]. It involves not only product or service quality, but also transparency and consistency in meeting consumer expectations. Consumers who possess a high level of Brand Trust are more likely to make repeated purchases and remain loyal to the brand, even during challenging periods [5].

Based on the background described above, this study aims to examine in greater detail the influence of Brand Image, WOM, and Brand Trust on Purchase Decision, particularly in the context of Suzuki motorcycle consumers. The purpose of this research is to comprehensively analyze how these factors interact and how they shape consumer purchasing behavior. Accordingly, this study is entitled "The Influence of Brand Image, WOM, and Brand Trust on Purchase Decision: A Study on Suzuki Consumers."



H3: There is a positive and significant influence of Brand Trust on the Purchase Decision of Suzuki motorcycle consumers.

H4: There is a positive and significant influence of Brand Image, Word of Mouth, and Brand Trust simultaneously on the Purchase Decision.

### 3. Results and Discussion

Descriptive analysis was conducted to understand the characteristics of the respondents and the distribution of the research variables. Based on the survey results, the majority of respondents were male (65.26%) and within the age range of over 30 years (51.58%). Most respondents worked as private employees (26.84%), had an income ranging from 1 to 3 million rupiah (57.37%), and used Suzuki motorcycles for daily activities. In the analysis of the research variables, the average score for Brand Image indicated that most respondents had a positive perception of Suzuki's brand image. Word of Mouth (WOM) also showed a positive tendency, as many respondents reported receiving recommendations from friends or family before purchasing a Suzuki motorcycle. Meanwhile, Brand Trust revealed that the majority of respondents had a sufficient level of trust in the quality and reliability of Suzuki products.

#### 3.1. Results

##### Classical Assumption Tests

The classical assumption tests were conducted to ensure that the data met the criteria required for regression analysis. The normality test using the Kolmogorov–Smirnov method showed a significance value of 0.200 ( $> 0.05$ ), indicating that the data were normally distributed. The multicollinearity test revealed that all variables had Tolerance values greater than 0.1 and VIF values below 10, demonstrating that no multicollinearity existed among the independent variables. The heteroscedasticity test using the Glejser method showed that all variables had significance values above 0.05, indicating the absence of heteroscedasticity. Furthermore, the linearity test indicated that all independent variables exhibited a linear relationship with the dependent variable ( $p < 0.05$ ).

##### Simple Linear Regression Test

The results of the simple linear regression analysis indicated that each independent variable Brand Image (X1), Word of Mouth (X2), and Brand Trust (X3) had a positive influence on Purchase Decision (Y). The regression analysis for Brand Image produced the equation:

$$Y = 7.558 + 0.862X_1$$

The value indicates that a one-point increase in Brand Image results in a 0.862-point increase in Purchase Decision. The regression analysis for Word of Mouth produced the equation:

$$Y = 18.001 + 0.701X_2$$

It also means that a one-point increase in Word of Mouth increases Purchase Decision by 0.701 points. Meanwhile, the regression analysis for Brand Trust generated the equation:

$$Y = 14.143 + 0.793X_3$$

Moreover, one-point increase in Brand Trust leads to a 0.793-point increase in Purchase Decision. Because all regression coefficients were positive, it can be concluded that each independent variable positively influences Purchase Decision.

##### Multiple Linear Regression Test

The results of the multiple linear regression analysis, which examined the simultaneous influence of Brand Image, Word of Mouth, and Brand Trust on Purchase Decision, produced the equation:

$$Y = 2.312 + 0.412X_1 + 0.276X_2 + 0.311X_3$$

This equation shows that all three independent variables have positive coefficients, indicating that increases in Brand Image, Word of Mouth, and Brand Trust jointly increase Purchase Decision. Among the three variables, Brand Image had the largest coefficient (0.412), suggesting that it is the most dominant predictor of Purchase Decision compared to Word of Mouth (0.276) and Brand Trust (0.311). Therefore, it can be concluded that Brand Image, Word of Mouth, and Brand Trust simultaneously exert a positive influence on Purchase Decision, with Brand Image contributing the strongest effect.

### Hypothesis Testing

The partial test (t-test) was conducted to assess the individual effects of the independent variables on Purchase Decision. The results showed that Brand Image (X<sub>1</sub>) had a significance value of 0.000, which was below the 0.05 threshold, indicating that the first hypothesis (H<sub>1</sub>) was accepted, Brand Image significantly influences Purchase Decision. Similarly, Word of Mouth (X<sub>2</sub>) had a significance value of 0.001 (< 0.05), confirming that the second hypothesis (H<sub>2</sub>) was accepted, indicating a significant effect of Word of Mouth on Purchase Decision. Brand Trust (X<sub>3</sub>) also recorded a significance value of 0.000 (< 0.05), leading to the acceptance of the third hypothesis (H<sub>3</sub>), confirming that Brand Trust significantly influences Purchase Decision. Overall, the t-test results indicate that each independent variable significantly influences Purchase Decision individually. For the simultaneous test (F-test), the significance value obtained was 0.000 (< 0.05), indicating that the fourth hypothesis (H<sub>4</sub>) was accepted. This means that Brand Image, Word of Mouth, and Brand Trust collectively have a significant effect on Purchase Decision. Hence, although each variable influences Purchase Decision individually, their combined effect is also significant in determining consumer purchasing behavior.

### Coefficient of Determination (R<sup>2</sup>)

Based on the results of the coefficient of determination (R<sup>2</sup>), the independent variables Brand Image, Word of Mouth, and Brand Trust, collectively explained 79.9% of the variance in Purchase Decision, while the remaining 20.1% was explained by other factors not included in this study. Partially, Brand Image contributed 74.8% to Purchase Decision, with the remaining 25.2% influenced by other factors. Word of Mouth contributed 67.9%, while 32.1% was explained by other factors. Brand Trust contributed 70.6%, with 29.4% influenced by external variables not examined in the study. These findings indicate that both individually and collectively, the three independent variables significantly influence Purchase Decision, with Brand Image providing the most dominant contribution

## 3.2. Discussion

### The Influence of Brand Image on the Purchase Decision of Suzuki Motorcycles

The analysis of the data collected from 190 respondents shows that the partial test results indicate a significance value of 0.000 < 0.05 for the brand image variable, with a t-count of 5.929, which is higher than the t-table value of 1.973. Therefore, the first hypothesis (H<sub>1</sub>) is accepted, confirming that brand image has a significant influence on the purchase decision. Based on the coefficient of determination (R<sup>2</sup>), an R-square value of 0.748 indicates that purchase decision is influenced by brand image by 74.8%, while the remaining 25.2% is explained by other variables not

included in this study. These results demonstrate that H1 is accepted, meaning that brand image has a positive and significant effect on the purchase decision of Suzuki motorcycles. The better the brand image of a product, the higher the likelihood that consumers will make a purchase decision. This highlights the importance for companies to build and maintain a strong brand image through effective marketing strategies.

The findings of this study are consistent with previous research conducted by [9] which reported that brand image has a positive and significant effect on purchase decision. Similarly, Ayu & Giantari (2021) also found that brand image significantly and positively influences purchase decision.

Based on observations, the influence of brand image on the purchase decision of Suzuki motorcycles can be seen in consumers' perceptions of the product's advertised advantages, such as fuel efficiency, modern design, and advanced technology. Suzuki is often associated with reliable products suitable for daily commuting as well as long-distance travel, making consumers feel more confident in choosing this brand over competitors. Additionally, consistent advertising across multiple platforms, positive reviews from previous users, and Suzuki's participation in major automotive events help strengthen its image as an innovative and trustworthy brand. These factors simplify consumers' evaluation process and reinforce their decision to purchase Suzuki motorcycles. These findings indicate that brand image significantly shapes purchase decision because it creates positive perceptions of product quality and consumer trust. A strong brand image helps consumers feel confident, provides additional value, and simplifies their decision-making process. Moreover, brand image is often associated with social status and emotional appeal, making consumers feel more assured and proud when using a well-regarded brand.

### **The Influence of Word of Mouth on the Purchase Decision of Suzuki Motorcycles**

The analysis of data collected from 190 respondents shows that the partial test results indicate that the word-of-mouth variable has a significance value of  $0.001 < 0.05$  and a t-value of 3.311, which is greater than the t-table value of 1.973. Thus, H0 is rejected and H2 is accepted. Based on the results of the coefficient of determination ( $R^2$ ), the R-square value of 0.679 indicates that purchase decisions are influenced by word of mouth by 67.9%, while the remaining 32.1% is influenced by other variables not included in this study. Therefore, it can be concluded that word of mouth has a significant influence on purchase decisions. This result highlights the importance for companies to shape consumer perceptions and encourage purchasing decisions.

These findings are consistent with previous studies, which found that word of mouth has a positive and significant effect on purchase decisions, as stated by Marlius & Mutiara (2022). Similar results were also reported by Rembon, Mananeke, & Gunawan (2017), who confirmed that word of mouth positively and significantly influences purchase decisions.

Based on observations, the influence of word of mouth on the purchase decision of Suzuki motorcycles can be seen from the role of consumers who have purchased the product in recommending it to potential buyers. Satisfied consumers often share positive experiences such as fuel efficiency and driving comfort. These recommendations help build trust in Suzuki products, especially in a competitive market where potential buyers tend to rely on opinions from close acquaintances before making a purchase decision.

Overall, this study shows that word of mouth is a key driver of purchase decisions. Companies can utilize these findings to design more effective marketing strategies, including encouraging word-of-mouth activities by providing high-quality customer service. This factor can enhance the company's competitiveness in attracting and retaining customers.



### **The Influence of Brand Trust on the Purchase Decision of Suzuki Motorcycles**

Data processing involving 190 respondents shows that the partial test results indicate that the brand trust variable has a significance value of  $0.000 < 0.05$  with a t-value of 4.934, which is greater than the t-table value of 1.973. Thus,  $H_0$  is rejected and  $H_3$  is accepted. Based on the coefficient of determination ( $R^2$ ), the R-square value of 0.706 indicates that brand trust influences purchase decisions by 70.6%, while the remaining 29.4% is influenced by other factors not examined in this study. Therefore, it can be concluded that brand trust has a positive and significant effect on purchase decisions.

These findings emphasize that consumer trust in a brand plays a crucial role in purchasing decisions. Consumers with high levels of trust tend to feel more confident when choosing the product, perceive lower risk, and show increased loyalty toward the brand. Therefore, companies are recommended to continuously enhance consumer trust through consistent product quality, excellent service, and transparent brand communication. Such strategies can strengthen the relationship between the brand and consumers, ultimately contributing to increased purchase decisions.

Based on observations, the influence of brand trust on the purchase decision of Suzuki motorcycles can be seen through consumers' confidence in the consistency of product quality, such as engine durability and fuel efficiency. Consumers who have had positive experiences with Suzuki products in the past tend to believe that new products from the brand will meet their expectations. Honest and transparent promotions for example, providing detailed explanations of vehicle features without exaggeration also help build this trust.

The results of this study align with research by Nurhasanah, Mahliza, Nugroho, & Putra (2020), who demonstrated that brand trust has a positive and significant effect on purchase decisions. Similar findings were also reported by Lohonusa & Mandagie (2021), who stated that brand trust significantly and positively influences purchase decisions.

Brand trust plays an essential role for companies in increasing consumer purchase decisions. This trust encourages consumers to feel confident that the products or services offered meet their expectations and consistently fulfill their needs. Brand trust also helps companies build long-term relationships with consumers, foster loyalty, and encourage repeat purchases. Moreover, consumers who trust a brand tend to be more tolerant of perceived risks and more receptive to promotions or innovations introduced by the brand.

### **The Influence of Brand Image, Word of Mouth, and Brand Trust on the Purchase Decision of Suzuki Motorcycles**

The data processing of 190 respondents shows that the analysis results indicate an F-significance value of  $0.000 (< 0.05)$  with an F-value of  $246.683 > 2.65$ , which demonstrates that the independent variables Brand Image, Word of Mouth, and Brand Trust simultaneously have a significant influence on Purchase Decision. Therefore,  $H_4$  is accepted. Furthermore, the coefficient of determination ( $R^2$ ) with an R-square value of 0.799 reveals that Purchase Decision is influenced by Brand Image, Word of Mouth, and Brand Trust by 79.9%, while the remaining 20.1% is influenced by other factors not included in this study. Thus, it can be concluded that brand image, word of mouth, and brand trust have a positive and significant effect on purchase decision.

These findings show that the combination of brand image, word of mouth, and brand trust jointly contributes significantly to encouraging purchase decisions. This highlights the importance of an integrated marketing strategy that includes strengthening brand image, managing positive consumer experiences to stimulate word of mouth, and building as well as maintaining consumer

trust in the brand. Such strategies not only enhance marketing effectiveness but also increase the likelihood of consumers making a purchase decision.

The results of this study align with Khanafi (2021), who stated that brand image, word of mouth, and brand trust significantly and positively influence purchase decision. Similar findings were reported by Febrianti & Widiartanto (2018), who also found that the three variables have a positive and significant effect on purchase decision.

Based on observations, the influence of brand image, word of mouth, and brand trust is clearly reflected in consumers' decisions to purchase Suzuki motorcycles. Suzuki's brand image known for innovative technology and fuel efficiency serves as a major attraction. This is supported by positive reviews from consumers who have used Suzuki products, shared either directly or through digital platforms such as social media and automotive forums, which strengthens the trust of potential buyers.

Brand image, word of mouth, and brand trust play an essential role in enhancing consumer purchase decisions. A positive brand image creates perceptions of quality, uniqueness, and credibility, attracting consumer attention and building their confidence in choosing the product. Word of mouth, or interpersonal recommendations, acts as a trusted source of information derived from the experiences of other consumers, further reinforcing a company's reputation and significantly influencing purchase decisions. Meanwhile, brand trust ensures that consumers feel secure and confident in the products or services offered, ultimately encouraging repeat purchases and long-term loyalty. These three elements complement one another in building a strong relationship between the company and its consumers, which ultimately contributes to increased sales and business growth.

#### **4. Conclusions**

- a. Brand Image has a positive and significant effect on the Purchase Decision for Suzuki motorcycles, contributing 74.8% based on the R-square value. This result indicates that a positive brand image can enhance consumer confidence and trust in choosing a product. The company's efforts to strengthen brand image through creative and innovative marketing strategies are essential in attracting consumer attention and encouraging purchase decisions.
- b. Word of Mouth has a positive and significant influence of 67.9% on the Purchase Decision for Suzuki motorcycles. This finding highlights the importance of positive customer experiences in shaping perceptions and generating recommendations to potential buyers. Companies need to encourage effective word of mouth by providing satisfying customer service and fostering customer loyalty to increase the appeal of their products.
- c. Brand Trust has a positive and significant effect of 70.6% on purchase decisions. Consumer trust in the brand plays a crucial role in reducing perceived risk and boosting consumer confidence in the product. Companies must maintain product quality, provide reliable services, and communicate transparently to preserve customer trust and encourage repeat purchases.
- d. Simultaneously, Brand Image, Word of Mouth, and Brand Trust have a positive and significant effect of 79.9% on the Purchase Decision for Suzuki motorcycles. This combination demonstrates that an integrated marketing strategy is vital to improving marketing campaign effectiveness, strengthening consumer relationships, and enhancing overall purchase decisions.

#### **Conflict of interest**

The authors declare no conflict of interest. The authors also confirm that there were no personal circumstances or interests that could be perceived as influencing the representation or interpretation of the research results. The funders had no role in the design of the study; in the collection, analysis, or interpretation of data, in the writing of the manuscript, or in the decision to publish the results.

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