Short Communication

The Influence of Brand Equity and Brand Image on Purchase Intention of Kawasaki Brand in Mataram City

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Abstract. This study aims to determine the effect of Brand Equity and Brand Image on Purchase Interest in Kawasaki Products in Mataram City. The population of this study is all individuals who know Kawasaki products in Mataram City. The data collection method uses a survey sample. The data collection technique uses an online survey with a data collection tool, namely a questionnaire. In addition, this study uses a sample of 100 people who know Kawasaki products in Mataram City with a sampling method of purposive sampling. This type of research is associative causal. Data processing in this study uses SPSS 24.0 for windows by conducting validity tests, reliability tests, classical assumption tests, partial tests (t), coefficient of determination tests and multiple linear regression tests. The results of data analysis show that: (1) Brand Equity has a positive and significant effect on purchase interest, meaning that the higher the consumer perception of the brand, the greater their interest in buying the product. (2) Brand image has a positive and significant influence on purchasing interest. This means that if consumers have a good perception of the brand image, the brand is considered to be of high quality, trustworthy and in line with the brand's lifestyle, then they will be more interested and motivated to buy products from that brand.

Keywords: Brand Equity, Brand Image, Purchase Interest.

1. Introduction

In the era of globalization, business development has experienced significant acceleration in various parts of the world [1]. Advances in technology and science encourage business actors to think creatively in facing increasingly intense economic competition. Companies compete to design effective marketing strategies to attract consumers' attention and maintain their loyalty. One strategy that is widely adopted is product innovation and improving service quality, which aims to create customer satisfaction and loyalty [2].

In the context of the automotive industry, especially motorcycles, two-wheeled vehicles are the main choice for Indonesian people because of their practicality in dealing with traffic jams and operational cost efficiency [3]. The high demand for motorcycles encourages manufacturers to continue to innovate in product design and features to attract consumer interest. In Mataram City, motorcycle brands such as Honda and Yamaha dominate the market, while Kawasaki experienced a significant decline in sales. Data from the Indonesian Motorcycle Industry Association (AISI) shows that Kawasaki motorcycle sales decreased from 456,354 units in 2022 to 22,990 units in 2023. This decline indicates a major challenge for Kawasaki in maintaining its market share amidst tight competition.

To overcome these challenges, companies need to understand the factors that influence consumer purchasing decisions [4]. One important factor is brand equity, which includes brand awareness, perceived quality, brand association, and brand loyalty. Strong brand equity can increase consumer purchasing interest and provide a competitive advantage for companies. Research by Waworuntu et al. [5] found that brand equity has a positive and significant effect on purchasing interest in Yamaha brand motorcycles in Ciamis. Likewise, a study by Purwanto et al. [6] showed that brand image and price have a significant effect on purchasing decisions for Honda Scoopy motorcycles in Semarang. In addition to brand equity, brand image also plays an important role in influencing consumer purchasing interest. Brand image reflects consumer perceptions of a brand, which are formed through experience, marketing communications, and public opinion. A positive brand image can increase consumer trust and encourage them to choose the product. Research by Jokhu and Rahmawati [7] showed that brand image mediates the influence of electronic word-of-mouth (e-WOM) on consumer purchase intentions for Honda ADV motorcycles in Tabanan.

In the context of the Kawasaki brand, especially the Ninja variant, a strong brand image has been formed among the public as a motorcycle with prime quality in terms of reliability, design, and engine performance. However, a significant decline in sales indicates that strong brand equity and brand image alone are not enough to maintain consumer purchasing interest. Therefore, it is important to further examine how brand equity and brand image influence consumer purchase intention towards Kawasaki brand motorcycles. Based on this background, this study aims to analyze the influence of brand equity and brand image on consumer purchase intention of Kawasaki brand motorcycles in Mataram City. The results of this study are expected to contribute to formulating effective marketing strategies to increase purchasing interest and maintain consumer loyalty towards the Kawasaki brand.

2. Method

This study uses a quantitative approach with an associative-causal research type. This approach was chosen to examine the causal relationship between independent variables, namely brand equity and brand image, on the dependent variable, namely the intention to buy a Kawasaki motorcycle in Mataram City. In line with Jung and Hong [8], associative-causal research aims to determine the influence between two or more variables, the results of which can be used to build theories and control a phenomenon. The research was conducted at the Official Kawasaki Dealer and Workshop in Mataram City located at Jalan TGH. Faesal No. 36, Cilinaya Village, Cakranegara District. This location was chosen purposively because it is an official service center that not only provides vehicle sales, but also service, spare parts, and product consultations, so it is representative to reach consumers with direct experience of Kawasaki products. This research was conducted in the period from 1 to 14 January 2023 for two weeks, which was considered sufficient for data collection through questionnaires, field observations, and interviews if necessary.

The population of this study was all Kawasaki consumers in Mataram City. Given that the population size is not known for certain, the researcher used a purposive sampling technique, which is a sampling technique based on certain considerations. The respondent criteria in this study include: knowing the Kawasaki brand, domiciled in Mataram City, and being at least 18 years old. The number of samples was determined based on the formula from Goodrich et al. [9], assuming a 10% error and an unknown population, a total sample of 100 respondents was obtained. Data collection was carried

out through questionnaires or surveys arranged on a 5-point Likert scale to measure respondents' attitudes, opinions, and perceptions. In addition, documentation was used to collect secondary data such as company profiles and sales data. The type of data used is quantitative data, which is numerical data obtained from the results of questionnaire scoring and can be processed statistically. Data sources consist of primary data obtained directly from Kawasaki consumers through questionnaires, as well as secondary data obtained from books, scientific literature, and company documentation [10].

The validity of the research instrument was tested using Pearson Product Moment correlation, with an r-table of 0.181 (n=30, α=0.05). The test results showed that all questionnaire items were valid. The reliability test was carried out using the Cronbach's Alpha formula, with the results of all variables having an alpha value> 0.7, so it can be concluded that this research instrument is reliable. Before the regression analysis was carried out, the classical assumption test was applied to ensure that the data met the Best Linear Unbiased Estimator (BLUE) requirements. The normality test was carried out using Kolmogorov-Smirnov, the multicollinearity test by looking at the Tolerance and VIF values, the heteroscedasticity test using the Glejser test, and the autocorrelation test using the Runs Test method. The test results showed that the data had met all classical assumptions.

To test the hypothesis, multiple linear regression analysis was used which aims to see the simultaneous influence between brand equity and brand image on purchase intention. The t-test is used to test the partial influence of each independent variable, while the F-test is used to see the overall simultaneous influence. The coefficient of determination (R^2) is used to measure how much of the proportion of the variability of the dependent variable can be explained by the independent variable. All analyses were performed using SPSS software version 26.

3. Results and Discussion
3.1 Indicator Data Description

Descriptive analysis of respondents' answers on the Purchase Interest indicator is based on respondents' answers consisting of 12 statements. From the results of respondents' answers, the distribution of answers for the Purchase Interest variable is obtained as follows.

Table 1. Description of Purchase Intention Indicator Data

Variables	Statement	Average	Category
Purchase Intention	I am planning to buy a kawasaki product in the near future.	3.17	High
	I am interested in immediately purchasing this Kawasaki product if I have the opportunity.	3.25	High
	If I had enough money, I would buy a Kawasaki product right away.	2.68	Enough
	I will recommend Kawasaki products to my friends or family.	4.0	High
	I feel comfortable recommending Kawasaki products to others.	3.68	High
	I believe others will benefit from Kawasaki products.	3.22	High
	I prefer Kawasaki products compared to products from other brands.	2.83	High
	I would choose Kawasaki products over other alternatives.	3.21	High

Variables	Statement	Average	Category
Brand Equity	I prefer to buy Kawasaki products rather than similar products from other brands.	2.85	Enough
	I am interested in finding out more information about Kawasaki products.	3.55	High
	I wanted to try out a Kawasaki product to see if it suited my needs.	4.01	High
	I was curious to know more about the features and benefits of Kawasaki products.	3.68	High
	I easily remember the Kawasaki brand when looking for products in the same category.	3.22	Good
	I often see advertisements or promotions from the Kawasaki brand.	3.28	Good
	This brand is the first one I thought of.	2.43	Enough
	I believe that Kawasaki brand products have better quality than other brands.	3.04	Good
	Products from the Kawasaki brand are very durable and reliable.	3.54	Good
	Overall, I am satisfied with the quality of Kawasaki products offered by this brand.	3.33	Good
	The Kawasaki brand is associated with innovative and modern products.	3.63	Good
	I think the Kawasaki brand offers products with elegant designs.	3.64	Good
Brand Image	The Kawasaki brand gives the impression of being an environmentally friendly brand that cares about sustainability.	3.38	Good
	I have always associated the Kawasaki brand with high quality and reliability.	3.34	Good
	My association with the Kawasaki brand is very consistent whenever I think about their products.	3.28	Good
	When I hear the Kawasaki brand name, I immediately think of the superior quality of the product.	3.01	Good
	I feel the Kawasaki brand provides better products than other brands.	3.0	Good
	I have always been satisfied with the quality of products from the Kawasaki brand.	3.29	Good
	The Kawasaki brand has more value than other brands in the same category.	3.22	Good
	The Kawasaki brand offers products with designs that are very different from other brands in the market.	3.27	Good
	I feel that Kawasaki brand products have unique features that cannot be found in competing brands.	3.46	Good
	The Kawasaki brand gives an exclusive and different impression compared to other brands.	3.36	Good

Based on the results of data processing on the purchase intention indicator for Kawasaki products in Mataram City, the total average value was obtained at 4.19, which is included in the high category. This reflects that in general respondents have a strong interest in purchasing Kawasaki products. Statements with the highest scores include: "I want to try Kawasaki products to see if they suit my needs" (4.01), "I will recommend

Kawasaki products to my friends or family" (4.00), and "I am curious to know more about the features and benefits of Kawasaki products" (3.68). However, several indicators are in the sufficient category, such as "If I have enough money, I will immediately buy Kawasaki products" (2.68), indicating that even though the desire is high, the purchasing power factor is still an important consideration.

Meanwhile, the brand equity indicator shows an average score of 3.28, which is categorized as good. This shows that consumers have a positive perception of the Kawasaki brand, especially in terms of durability (3.54), innovation (3.63), and elegant design (3.64). However, the score for the item "This brand is the first I think of" was only 2.43, indicating that brand awareness (top-of-mind awareness) still needs to be improved. A more aggressive and targeted promotional strategy is recommended to strengthen the brand's position in the minds of consumers. For brand image, the average score reached 3.25, also in the good category. Consumers tend to associate Kawasaki with high quality (3.34), unique features (3.46), and an exclusive impression (3.36). However, scores such as "I feel the Kawasaki brand provides better products than other brands" (3.00) and "If I hear the name Kawasaki, I immediately think of superior quality" (3.01) indicate the need to strengthen more emotional and prominent brand associations.

3.2 Classical Assumption Test Results

Based on the results of the normality test on the data used in this study using the SPSS program, the results obtained can be seen in Table 2.
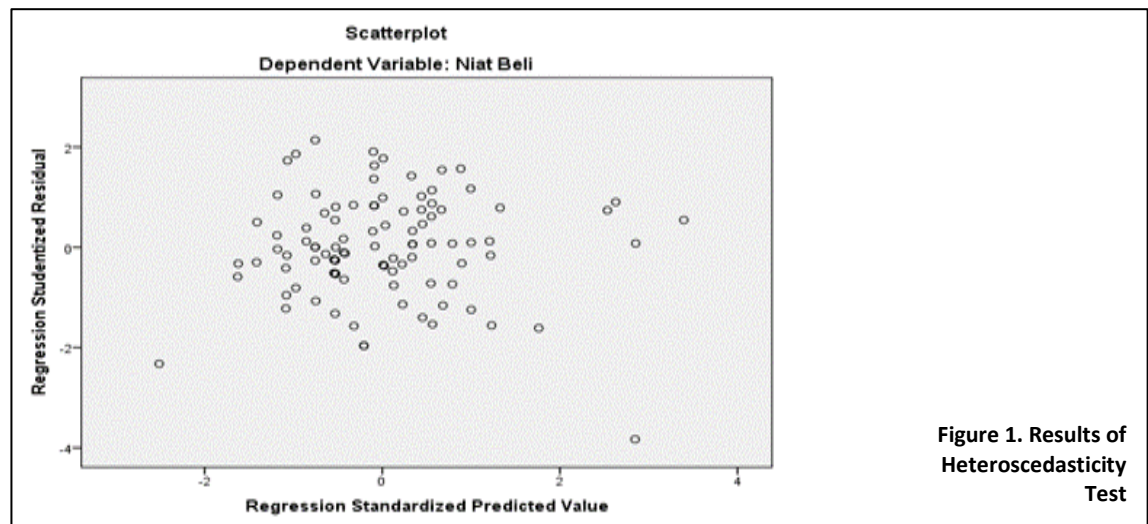
Table 2. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters	Mean	0.00
	Std. Deviation	3.74
Most Extreme Differences	Absolute	0.077
	Positive	0.062
	Negative	-0.077
Test Statistic		0.077
Asymp. Sig. (2-tailed)		0.144

From the table above, it is known that the Asymp. Sig. (2-tailed) value of the research variables, namely brand equity and brand image, is 0.144. Because the Asymp. Sig. (2-tailed) value = 0.144 > 0.05, it can be concluded that the three research variable data are normally distributed. The results of the Multicollinearity Test can be seen in Table 3.

Table 3. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.279	1.588	-	4.745	0.000	-	
Brand Equity	0.463	0.178	0.353	2.605	0.011	0.237	4.214
Brand Image	0.489	0.154	0.431	3.173	0.002	0.237	4.214

Based on Table 3 above, it is known that the tolerance value of the independent brand equity variable is 0.237> 0.10 and the VIF value is 4.214 <10, the brand image variable (X2) is 0.237> 0.10 and the VIF value is 4.214 <10, so it can be concluded that based on the multicollinearity test, there is a correlation between independent variables or it can be said that there is no multicollinearity. While the results of the Heteroscedasticity test can be seen in Figure 1.

Figure 1. Results of Heteroscedasticity Test

Based on the Scatterplot display in the image above, it can be seen that the points in the scatterplot graph do not have a clear distribution pattern and the points are spread above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity interference in the regression model.

3.3 Hypothesis Results

The t-test is used to prove the significance of the influence of the independent variable on the dependent variable. The following are the results of the t-test calculation and the level of significance of each variable X on the variable Y in this study:

Table 4. T-Test Results

No.	Data	Asymp, Sig (2-tailed)	T_{count}	T_{table}	Information
1	X1	0.001	2.605	1.98	Significant
2	X2	0.002	3.173		Significant

Note: F_{count} is 65.919 with a significance of 0.000; while the R2 value is 0.567.

Based on Table 5 to show the significance of each independent variable in this study can be explained as follows: (a) Brand Equity variable with a significance value of 0.001. Significance value of 0.000 <0.05 with a calculated value of 2.605> 1.98. This shows that the Brand Equity variable has a significant positive effect on purchasing interest in Kawasaki motorcycles in Mataram City. (b) Brand image variable with a significance value of 0.002. Significance value of 0.000 <0.05 with a calculated value of 3.173> 1.98. This shows that the Brand image variable has a significant positive effect on purchasing interest in Kawasaki motorcycles in Mataram City [11].

Based on the results of the first model F test in table 4.12, the F value of 65.919 is greater than the f table value of 3.94 with a significance level of 0.000 or <0.05, so simultaneously the Brand equity and brand image variables have a significant effect on purchase interest. Based on table 6, it can be seen that the results of the analysis show the Adjusted R Square determination coefficient value of 0.567 transformed into a determination coefficient of 56.7%. This value indicates that the influence of brand equity and brand image on purchase interest is 56.7%, the remaining 42.3% is explained by other variables outside the research variables such as price, satisfaction, E-wom and other variables.

3.4 Discussion

3.4.1 The Influence of Brand Equity on Purchase Interest

The results of the study indicate that brand equity has a significant influence on consumer purchasing interest in Kawasaki products in Mataram City. Strong brand equity reflects a high level of consumer trust in the brand, positive perceptions of product

quality, high loyalty to the brand, and the brand's ability to appear different compared to competitors. In this context, Kawasaki is considered successful in building positive brand equity through a consistent brand image, reliable product performance, and effective marketing communication strategies. As a result, consumers not only recognize the Kawasaki brand, but also show a strong tendency to choose Kawasaki products over other brands. This finding reinforces the view that the stronger the brand equity owned by a brand, the greater its ability to influence consumer purchasing decisions.

Various empirical studies also support this finding. Wang et al. [12] stated that integrated brand equity significantly increases consumer purchase intention. Park and Namkung [13] emphasized that high quality brand equity can increase preference and strengthen purchasing decisions. In addition, Wu and Huang [14], also found a significant effect of brand equity on consumer purchase intention. Research by Araujo et al. [15] also showed a direct relationship between brand equity and purchase intention, indicating that brand equity dimensions such as brand awareness, brand association, and perceived quality play an important role in shaping consumer desire to purchase. Furthermore, Tan et al. [16] revealed that brand equity has a significant impact on consumer decisions, both directly and indirectly. This is also supported by the study of Arya et al. [17] in the context of organized retail, which found that the interaction between brand equity dimensions made a real contribution to the formation of purchasing interest.

3.4.2 Influence of Brand Image on Purchase Intention

Based on the results of the t-test, it is known that brand image (X2) has a significant effect on the dependent variable of purchase intention because the calculated t value is 3.173 and the significance is 0.002, which indicates that its effect on consumer purchase intention is statistically significant. A positive brand image can increase consumer perceptions of the quality and trust in a product, thereby significantly encouraging the intention to make a purchase [18]. Conceptually, brand image reflects the overall associations, perceptions, and values held by a brand in the minds of consumers, which then have a direct impact on purchasing decisions [19].

Furthermore, research by Moslehpour et al. [20] confirmed that brand image has a direct and significant influence on purchase intention, especially in the context of products with high levels of competition. The study showed that consumers are more likely to choose products with a strong and positive brand image, because they are considered to reflect the quality and superiority of the product. This finding is also reinforced by a study in Jakarta on consumer purchase intention for smartphones, which highlights the important role of brand image in building trust and driving purchasing decisions. In addition, research by Kamalanon et al [21] in the context of beauty products emphasizes that the relationship between brand image and purchase intention is not only direct, but also influences each other in a correlative pattern. This means that the development of a consistent and strategic brand image will have a sustainable impact on consumer purchase intention, making it an important instrument in marketing strategy.

A study by Hermawan et al. [22] which examined the purchasing decision of Wardah cosmetic products also found that brand image has a significant positive influence. This study highlights the importance of brand image in building trust and emotional appeal to consumers, which ultimately has a direct impact on purchasing decisions. The more positive the image of a product, the more likely consumers are to choose and purchase the product. Research by Rukmana and Febrianti [23] in the context of the food industry also showed similar findings, that brand image has a positive influence on purchasing decisions for products such as Sari Roti. Factors such as product

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quality, brand perception, and advertising effectiveness have been shown to play an important role in shaping consumer purchasing interest.

4. Conclusion

The results of the study indicate that Brand Equity plays an important role in increasing consumer purchasing interest in Kawasaki motorcycles in Mataram City. Strong Brand Equity that reflects positive perceptions of the brand, consumer loyalty, and good brand quality and associations can build trust and appeal in the minds of consumers. Thus, the higher the Brand Equity owned by Kawasaki, the greater the likelihood of consumers to choose and buy motorcycle products from that brand. Brand Image has also been shown to have a significant influence on purchasing interest. A positive brand image that reflects the reputation, values, and impressions captured by consumers from the Kawasaki brand is one of the main driving factors in making purchasing decisions. Consumers tend to be more interested in products that are not only of high quality, but also have an image that matches their identity and lifestyle. Therefore, strengthening Brand Image is an important strategy in increasing Kawasaki's competitiveness in the local automotive market, especially in Mataram City. Kawasaki Company products are advised to strengthen brand equity elements through marketing strategies that emphasize product quality, durability, design, and Kawasaki's exclusive value.

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6. Declaration

Author contributions and responsibilities - The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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