

UDC 332

THE ROLE OF BRAND IMAGE IN MEDIATING THE EFFECT OF BRAND EQUITY ON PURCHASE INTENTION: STUDY ON HONDA MOTORCYCLES IN DENPASAR

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ABSTRACT

The purpose of this study was to examine and explain the role of brand image in mediating the effect of brand equity on purchase intention of Honda motorcycles. This research is an associative and causal research with quantitative methods conducted in Denpasar City. Data consists of 120 samples, collected by distributing questionnaires containing open and closed questions and statements that have been tested for validity and reliability. The analytical technique used is Path Analysis using an analytical tool in the form of SPSS software. The results of this study indicate that brand equity has a positive and significant effect on purchase intention and brand image. The brand image variable also has a positive and significant effect on purchase intention and brand image has a positive and significant effect as a mediator of brand equity on purchase intention on Honda motorcycles in Denpasar City. This research is expected to be empirical evidence for future research and be able to enrich the development of marketing management science related to the theory of brand equity, brand image and purchase intention. The management can consider approaches and marketing communication strategies that can increase brand equity and brand image so as to increase consumer buying intentions.

KEY WORDS

Brand equity, brand image, purchase intention.

These days people's need for transportation facilities that support their daily activities is increasing. Motorcycles are considered very effective and efficient to use in Indonesia because people will reach their destination faster. The role of motorbikes here is very important to be used in Indonesia as a means of personal transportation.

Consumers certainly hope that every motorcycle can be used as a means of transportation that is able to move individuals from one point to another. The development of the automotive industry in Indonesia shows increasingly fierce competition, this can be seen where companies compete and compete to offer their products with various models and types, as well as other uniqueness that is a hallmark of the motorcycles they have at affordable prices. very competitive. The many choices given by motorcycle manufacturers in Indonesia make consumers have to be more careful and thorough in making their choices which will later encourage consumer interest to buy and use them. People's lives are increasingly busy with activities, making this means of transportation very important to use in carrying out daily activities (Gunawan and Sukaatmaja, 2018).

PT Astra Honda Motor (AHM) is a pioneer in the motorcycle industry in Indonesia which was founded on June 11, 1971 with the initial name PT Federal Motor. In 1981, PT Federal Motor was able to achieve 1 million production of Honda motorcycles. Along with high public acceptance, PT Federal Motor established a second factory in Pegangsaan and increased its production capacity to 2 million units per year in 1966 until today. The results of motorcycle sales from 2018 to 2019 in Indonesia have a quite significant percentage among several competing brands.

Table 1 shows that in Indonesia there are various kinds of motorcycle brands whose sales are quite competitive, such as Honda, Yamaha, Kawasaki and Suzuki which are in demand by the public, making motorcycle companies have to work hard to develop their products both in product quality, price and quality. and brand image (Ariadi et al., 2019). Table 1 explains that during the 1-year sales period, only the Honda brand experienced a

significant increase in sales compared to other brands which actually experienced a decrease in sales. This proves that the consumer's purchase intention towards the Honda brand is relatively high.

Table 1 – Motorcycle Sales and Market Share Data 2018 and 2019 in Indonesia

No	Manufacturer	2018 Sales	2018 Percentage	2019 Sales	2018 Percentage
1.	<i>Honda</i>	4.759.202 unit	(74,6 %)	4.910.688 unit	(75,69 %)
2.	<i>Yamaha</i>	1.455.088 unit	(22,8 %)	1.434.217 unit	(22,10 %)
3.	Suzuki	89.508 unit	(1,4 %)	71.861 unit	(1,10 %)
4.	Kawasaki	78.982 unit	(1,2 %)	69.766 unit	(1,07 %)
5.	TVS	331 unit	(0%)	898 unit	(0,01%)
6.	Total	6.383.111 unit	(100%)	6.487.430 unit	(100%)

Source: <https://aisi.or.id>.

According to Annafik & Rahardjo (2012) quoted from Fransiska & Seminari (2018), purchase intention is the stage of consumers in forming their choices among several brands that are incorporated in the choice set, then in the end they make a purchase on an alternative they like or the process that consumers go through. to buy goods and services based on various considerations. Likewise, according to Ningrat and Yasa (2019) and Temaja and Yasa (2021), they state that repurchase intention is the stage where consumers have a desire to buy after receiving a stimulus about the existence and image of a brand.

In this technological era, it is certain that most people use the internet. Before making a purchase decision, potential consumers will certainly look for references and reviews related to the product to be purchased. A brand of a product that has high brand equity will be very easy to remember in the minds of consumers. Brand equity is a value that the brand brings to the company. The high and low sales of a product or brand are influenced by how the item has brand equity in the minds of potential consumers, because that is what can lead to buying intentions of potential consumers. This is in accordance with Table 1. which explains that the Honda brand is at the top rank during the 2018-2019 period. Based on Table 1 in 2018 Honda had quite high sales in Indonesia, which was 4,759,202 units. This causes Honda to be ranked first among other motorcycle brands.

Based on previous research, there are several findings which state that there is a significant relationship between the influence of brand equity on purchase intentions (Febrian & Ahluwalia, 2020). Similar results also state that the brand equity variable has a positive and significant effect on purchase intention (Nurdin & Hardianti, 2022), whereas according to other research results, it is stated the opposite, that the brand equity variable does not have a significant effect on the purchase intention variable (Rita & Kumayas, 2010). 2020).

Based on the results of research from several researchers found inconsistent results and lead to a research gap. The resulting gap is an inconsistent result on the effect of brand equity on purchase intention. Seeing the existing research gap, it is necessary to add a suitable variable as a mediator, namely brand image. Several researchers have done about brand image as a mediating variable before, including: Prabandari et al. (2018); Pratiwi and Yasa (2019); Gita et al. (2020); Asdiana and Yasa (2020); Devi and Yasa (2021). Research on the effect of brand equity on brand image states that the brand equity variable has a positive influence on brand image, which means that the higher the brand equity, the better the brand image (Sitio & Rusnali, 2017). Other research states that the power of brand image in mediating the effect of E-WOM on purchase intention is very influential and determines the effectiveness of E-WOM on purchase intention on Samsung smartphone products (Iswara & Jatra, 2017).

Brand equity is the added value given to goods or services (Kotler & Keller, 2009:263). Brand equity can be reflected in the way consumers think, feel and act in relation to the brand. In addition, the price, market share, and profitability that the brand provides for the company are also the added value of brand equity itself. By having strong equity and management's hard work to manage and introduce the brand, it can be measured by how much other companies are willing to pay for the brand in question. The high value of a well-known brand is due to the fact that it is now increasingly difficult to build a brand compared to

10 years ago. Brand equity in a product will allow the company to have the power to expand and survive the brand.

Brand image is another element that can affect the brand equity of a brand and one of the things that is remembered in the minds of consumers when buying a certain brand product (Venessa and Arifin, 2017). Brand image is the perception and belief held by consumers, as reflected in the associations embedded in the customer's memory, which are always remembered for the first time when they hear the slogan and are embedded in the minds of consumers (Kotler & Keller, 2009: 403). Brand image has a positive effect on brand equity, this means that brand image is a set of consumer beliefs about a particular brand, the more positive the consumer's response to the brand, the higher the value of brand equity in the eyes of consumers because it is considered to have a competitive advantage to survive, compete or compete. even become a market leader (Nofriyanti, 2017). Brand equity requires a brand that is familiar and positive in the eyes of consumers. A positive brand image can increase brand equity as measured by purchase intensity and willingness to pay a premium price.

In this study, a pre-survey study was conducted to obtain an initial picture of consumers' buying intentions for Honda motorcycles in Denpasar. The results of the pre-survey showed that of the 20 respondents who were interviewed directly, 80% or 16 respondents answered that they chose a Honda motorcycle as a means of transportation that can be used to support mobility in their daily activities. The reason is that consumers of Honda motorcycles have very good brand equity, followed by a brand image that is very attached to the hearts of the majority of people. Honda's position as a market leader in the motorcycle sales market is also a factor in people choosing this brand because it is considered that in the future maintenance of Honda motorcycles will be easier than other brands. Furthermore, as many as 20% or 4 other respondents actually chose a Yamaha brand motorcycle as their choice as a means of transportation that can be used to support mobility in their daily activities. The reason is that Yamaha brand motorcycles have a relatively cheaper purchase price than Honda brand motorcycles. Then Yamaha brand motorcycles are considered to have features and designs that are one step ahead of Honda brand motorcycles. Technological innovations created by the Yamaha 8 brand tend to be felt by consumers more quickly so that they are able to answer their curiosity and consumer needs. And lastly, Yamaha brand motorcycles have more diverse motorcycle variants that are able to suit consumer needs. Based on the description of inconsistent results on the influence of brand equity variables on purchase intentions, the researcher intends to conduct further research on the role of brand image as a mediator of the influence of brand equity variables on purchase intentions on Honda motorcycles in Denpasar.

Research conducted by Febrian & Ahluwalia (2020) states that there is a significant relationship between the influence of brand equity on purchase intention. Similar results were also carried out by research by Prabhawedasttya and Yasa (2013); Nurdin & Hardianti (2022) that the brand equity variable has a positive and significant effect on purchase intention. Based on the results of this study, the following hypothesis can be formulated: H1: Brand Equity has a positive and significant effect on purchase intention.

Research from Sitio & Rusnali (2017); Hakim & Purwoko (2019); Sitio & Rusnali, (2017) regarding the effect of brand equity on brand image state that the brand equity variable has a positive influence on brand image, which means that the higher the brand equity, the better the brand image. Based on the results of the study, the following hypothesis can be formulated: H2: Brand equity has a positive and significant effect on brand image

Research from Salfina & Gusri (2018); Purnomo (2018); Fauziah & Mubarok (2019) regarding the effect of brand image on purchase intention has a significant influence because purchase intention can be measured by how strong the image of a brand is. Research conducted by Kusuma & Wijaya (2022) states that the brand image variable has a positive influence on buying interest. Based on the results of this study, the following hypothesis can be formulated: H3: Brand image has a positive and significant effect on purchase intention.

According to research conducted by Kurniawan (2017); Hendro & Keni (2020); Iswara and Jatra (2017) state that brand image has been shown to have an effect as a mediator of perceived quality variables on brand loyalty and has the highest effect on consumer brand loyalty. In the study of Kusuma & Wijaya (2022) it was stated that the brand image variable was able to mediate the positive influence of E-WOM on buying interest. Based on the results of the study, the following hypothesis can be formulated: H4: Brand image has a positive and significant effect.

METHODS OF RESEARCH

The research design of this research is associative and causal research with quantitative methods. The independent variable in this study is brand equity (X) mediated by brand image (M), and the dependent variable in this study is purchase intention (Y).

The location of this research is in Denpasar City because it is one of the cities in Indonesia which is quite densely populated and the majority of the people use motorbikes as a means of personal transportation for use for daily mobility, so it is effective and efficient as a relevant research location. The population of this study is infinite or cannot be predicted with certainty. This type of research used non-experimental research. The sampling technique in this research is purposive sampling; the data collection technique is in the form of distributing questionnaires to respondents who use Honda motorcycles.

This study uses 12 indicators so that the number of samples in this study is in the range of 60 to 120 samples. The terms of the respondents used in this study are Domiciled in Denpasar City, at least 17 years old with the intention that the respondent understands the contents of the questionnaire and can answer the questionnaire independently, Knows and uses Honda motorcycles, Has the intention to buy a motorcycle. This study uses data collection methods by means of interviews, surveys using questionnaires made with Google Form.

The data analysis technique used for this research is descriptive statistics and inferential statistics. This research uses path analysis method.

Sub-Structural Equation 1:

$$Y_1 = \beta_1 X + e_1 \dots \dots \dots (1)$$

Sub-Structural Equation 2:

$$Y_2 = \beta_2 X + \beta_3 Y_1 + e_2 \dots \dots \dots (2)$$

Where:

- X = brand equity;
- M = Brand image;
- Y = purchase intention;
- $\beta_1, \beta_2, \beta_3$ = variable regression coefficient;
- e = error.

RESULTS AND DISCUSSION

The results of the validity test show that all research instruments used to measure all variables have a correlation coefficient value with a total score of all statement items greater than 0.3. This shows that the statement items in the research instrument are valid and suitable to be used as research instruments.

The reliability test results presented in Table 2 show that all research instruments have a Cronbach's Alpha coefficient of more than 0.60. So, it can be stated that all variables have met the reliability or reliability requirements so that they can be used to conduct research.

Table 2 – Recapitulation of Research Instruments Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1	Brand Equity	0,965	Reliable
2	Brand Image	0,950	Reliable
3	Purchase Intention	0,970	Reliable

Source: Processed primary data, 2022.

Table 3 – Descriptive Analysis Results

Descriptive Statistics					
n/n	N	Minimum	Maximum	Mean	Std. Deviation
Brand Equity	120	10	20	16,54	3,685
Brand Image	120	10	20	15,35	2,941
Purchase Intention	120	10	20	16,72	3,275
Valid N (listwise)	120	-	-	-	-

Source: Processed primary data, 2022.

Based on the results of the descriptive statistical analysis of the data shown in Table 3. it was found that the sample amounted to 120 with the following description. Brand equity has a minimum value of 10. The maximum value is 20 and the average is 16.54 with a standard deviation of 3.685. The standard deviation value is smaller than the average value, this indicates a good data distribution. Brand Image has a minimum value of 10. The maximum value is 20 and the average is 15.35 with a standard deviation of 2,941. The standard deviation value is smaller than the average value, this indicates a good data distribution. Audit quality has a minimum score of 10. The maximum value is 20 and the average is 16.72 with a standard deviation of 3.275. The standard deviation value is smaller than the average value, this indicates a good data distribution.

Table 4 – Structural Model Normality Test Results 1

One-Sample Kolmogorov-Smirnov Test		
		1 st Structural
N		120
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,75988878
Most Extreme Differences	Absolute	0,079
	Positive	0,067
	Negative	-0,079
Test Statistic		0,079
Asymp. Sig. (2-tailed)		0,062 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed primary data, 2022.

Based on Table 4 it can be seen that the Kolmogorov Sminarnov (K-S) value is 0.079 and the Asymp Sig (2-tailed) value is 0.062, these results indicate that the regression equation model is normally distributed because the Asymp Sig (2-tailed) value is greater than the value of the Asymp Sig (2-tailed), alpha 0.05.

Based on Table 5 it can be seen that the Kolmogorov Sminarnov (K-S) value is 0.078 and the Asymp Sig (2-tailed) value is 0.067, these results indicate that the regression equation model is normally distributed because the Asymp Sig (2-tailed) value is greater than the alpha 0.05.

Based on Table 6 it can be seen that the tolerance and VIF values of the brand equity and brand image variables show the tolerance value for each variable is greater than 10% and the VIF value is less than 10, which means the regression equation model is free from multicollinearity.

In Table 7 it can be seen that the significance value of the brand equity variable is 0.161. This value is greater than 0.05 which means that there is no influence between the

independent variables on the absolute residual. Thus, the model made does not contain symptoms of heteroscedasticity.

Table 5 – Structural Model Normality Test Results 2

One-Sample Kolmogorov-Smirnov Test		
		2 nd Structural
N		120
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,73350637
Most Extreme Differences	Absolute	0,078
	Positive	0,078
	Negative	-0,078
Test Statistic		0,078
Asymp. Sig. (2-tailed)		0,067 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed primary data, 2022.

Table 6 – Multicollinearity Test

Structural Equation	Variable	Tolerance	VIF
$M = \beta_1 X + e_1$	Brand Equity (X)	1,000	1,000
$Y = \beta_1 X + \beta_2 M + e_2$	Brand Equity (X)	0,358	2,793
	Brand Image (M)	0,358	2,793

Source: Processed primary data, 2022.

Table 7 – Structural Model Heteroscedasticity Test Results 1

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,638	0,452		1,412	0,161
Brand Equity	0,045	0,027	0,154	1,693	0,093

a. Dependent Variable: ABS_RES1

Source: Processed primary data, 2022.

Table 8 – Result of Heteroscedasticity Test of Structure Model 2

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,661	0,474		5,613	0,000
Brand Equity	-0,009	0,040	-0,035	-0,232	0,817
Brand Image	-0,071	0,050	-0,211	-1,406	0,162

a. Dependent Variable: ABS_RES2

Source: Processed primary data, 2022.

Table 9 – Results of Path Analysis Structure Model 1

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,772	0,745		6,406	0,000
Brand Equity	0,639	0,044	0,801	14,544	0,000

a. Dependent Variable: Brand Image

Source: Processed primary data, 2022.

In Table 8 it can be seen that the significant value of the brand equity variable is 0.817 and the significant value of the brand image variable is 0.162. This value is greater than 0.05 which means that there is no influence between the independent variables on the absolute residual. Thus, the model made does not contain symptoms of heteroscedasticity.

Based on the results of the path analysis as presented in Table 9, the following structural equations can be made:

$$Y = 4,772 + 0,639 X$$

The results of these equations indicate the magnitude and direction of the influence of the independent variable on the dependent variable. Regression coefficient that is positive means that it has a direct influence on brand image. The coefficients are as follows. The constant value is assumed that without adding the brand equity variable, the brand image is 4.772. If X (brand equity) has increased by 1% with the assumption that other variables are held constant, the brand image will increase by 63.9%.

Table 10 – Results of Path Analysis Structure Model 2

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,190	0,856		3,729	0,000
Brand Equity	0,581	0,073	0,654	7,995	0,000
Brand Image	0,255	0,091	0,229	2,800	0,006

a. Dependent Variable: Niat Beli

Source: Processed primary data, 2022.

Based on the results of the path analysis as presented in Table 10, the following structural equations can be made:

$$Y = 3,190 + 0,581 X + 0,255 M$$

The results of these equations indicate the magnitude and direction of the influence of the independent variable on the dependent variable. Regression coefficient which is positive means it has an influence in the direction of purchase intention. The coefficients are as follows. The constant value is assumed that without adding brand equity and brand image variables, the purchase intention is 3,190. If X (brand equity) has increased by 1% with the assumption that other variables are held constant, the purchase intention will increase by 58.1%. If M (brand image) has increased by 1% with the assumption that other variables are held constant, the purchase intention will increase by 25.5%.

Table 11 – Result of Analysis of Coefficient of Determination of Structure Model 1

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,801 ^a	0,642	0,639	1,767

a. Predictors: (Constant), Ekuitas Merek

b. Dependent Variable: Citra Merek

Source: Processed primary data, 2022.

Based on Table 11, the magnitude of the influence of the independent variable on the dependent variable is indicated by the total determination value (Adjusted R Square) of 0.639 which means that 63.9% of the variation of brand equity affects the brand image while the remaining 36.1% is explained by factors others not included in the model.

Based on Table 12, the magnitude of the influence of the independent variable on the dependent variable is indicated by the total determination value (Adjusted R Square) of 0.715 which means that 71.5% of variations in brand equity and brand image affect purchase intention while the remaining 28.5% explained by other factors not included in the model.

Table 12 – Result of Analysis of Coefficient of Determination of Structure Model 2

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,848 ^a	0,720	0,715	1,748

a. Predictors: (Constant), Citra Merek, Ekuitas Merek

b. Dependent Variable: Niat Beli

Source: Processed primary data, 2022.

Table 13 – Test Results F Test Structure Model 1

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	660,732	1	660,732	211,539	0,000 ^b
	Residual	368,568	118	3,123		
	Total	1029,300	119			
a. Dependent Variable: Citra Merek						
b. Predictors: (Constant), Ekuitas Merek						

Source: Processed primary data, 2022.

Based on the results of the analysis, the significance value of the F test is $0.000 < 0.05$. These results mean that brand equity has a positive and significant effect simultaneously on brand image.

Table 14 – Test Results F Test Structure Model 2

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	918,766	2	459,383	150,301	0,000 ^b
	Residual	357,600	117	3,056		
	Total	1276,367	119			
a. Dependent Variable: Niat Beli						
b. Predictors: (Constant), Citra Merek, Ekuitas Merek						

Source: Processed primary data, 2022.

Based on the results of the analysis, the significance value of the F test is $0.000 < 0.05$. This result means that brand equity and brand image have a positive and significant effect together on purchase intention.

Table 15 – Test Results t Test Structure Model 1

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4,772	0,745		6,406	0,000
	Ekuitas Merek	0,639	0,044	0,801	14,544	0,000
a. Dependent Variable: Citra Merek						

Source: Processed primary data, 2022.

Based on the results of the analysis obtained a significance value of 0.000 less than 0.05 ($0.000 < 0.05$), with a regression coefficient of 0.639. These results mean that brand equity has a positive and significant effect on brand image on Honda motorcycles in Denpasar.

Based on the results of the analysis obtained a significance value of 0.000 less than 0.05 ($0.000 < 0.05$), with a regression coefficient of 0.581. These results mean that brand equity has a positive and significant effect on purchase intention on Honda motorcycles in Denpasar. Based on the results of the analysis obtained a significance value of 0.006 less than 0.05 ($0.006 < 0.05$), with a regression coefficient of 0.255. These results mean that brand image has a positive and significant effect on purchase intention on Honda motorcycles in Denpasar.

Table 16 – Test Results t Test Structure Model 2

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3,190	0,856		3,729	0,000
	Ekuitas Merek	0,581	0,073	0,654	7,995	0,000
	Citra Merek	0,255	0,091	0,229	2,800	0,006
a. Dependent Variable: Niat Beli						

Source: Processed primary data, 2022.

Based on the results of the Sobel test, the t count was $2.75 > 1.96$. This means that brand image has a positive and significant effect as a mediator of brand equity on purchase intentions on Honda motorcycles in Denpasar. Brand Equity VAF Test on Purchase Intention through Brand Image:

$$\text{VAF} = 0,214 \text{ or } 21,4 \text{ percent}$$

Because the value of VAF (21.4 percent) is more than 20 percent, it can be explained that there is a mediating effect or in other words brand image as partial mediation.

The results of this study are in line with research conducted by Febrian & Ahluwalia (2020) which states that there is a significant relationship between the influence of brand equity on purchase intention. Nurdin & Hardianti (2022) which states that the brand equity variable has a positive and significant effect on purchase intention. William & Japariato (2014) stated that brand equity consists of several components, namely brand awareness, brand association and brand loyalty and as a result, these three components have a positive and significant influence on consumer purchase intentions. Firdaus & Suhaeni (2020) which states that brand equity consists of several dimensions, namely brand awareness, brand loyalty and brand associations which are considered to have a significant influence on purchase intention.

The results of this study are in line with research conducted by Sitio & Rusnali (2017) which states that the brand equity variable has a positive influence on brand image. Hakim & Purwoko (2019) stated that the brand equity variable has an influence on brand image. Muhjahid (2017) states that the brand image variable has a significant effect on brand equity. Rafhdian, et al. (2016) stated that the brand equity variable has a significant influence on brand image in Monkasel Surabaya.

The results of this study are in line with research conducted by Salfina & Gusri (2018) and Temaja and Yasa (2019), regarding the effect of brand image on purchase intention having a significant effect because of purchase intention. Fauziah & Mubarok (2019) stated that brand image has a positive and direct effect on purchase intention. Purnomo (2018) which states that brand image has a significant effect on purchase intention. Khanza and Tjahjaningsih (2022) stated that brand image had a significant effect on the intention to repurchase the Hemaviton brand of energy drink in Semarang.

The results of this study are in line with research conducted by Kurniawan (2017) which states that brand image has been shown to have an effect as a mediator of perceived quality variables on brand loyalty and has the highest effect on brand loyalty of McDonald's consumers in Malang City. Hendro and Keni (2020) that brand image is a positive and significant predictor of the E-WOM variable on purchase intention. Iswara and Jatra (2017) also state that the strength of brand image in mediating the effect of E-WOM on purchase intention is very influential and determines the effectiveness of E-WOM on purchase intention on Samsung smartphone products. Kusuma and Wijaya (2020) also stated that the power of brand image in mediating the positive influence of E-WOM on buying interest.

CONCLUSION

Based on the results of the research analysis and the results of the discussion in the previous chapter, the conclusions of this study are as follows: Brand equity has a positive and significant effect on purchase intention on Honda motorcycles in Denpasar. Brand equity has a positive and significant effect on brand image on Honda motorcycles in Denpasar. Brand image has a positive and significant effect on purchase intention on Honda motorcycles in Denpasar. Brand image has a positive and significant effect as a mediating brand equity on purchase intention. Based on the research results and the results of the discussion in the previous chapter, the suggestions that can be given from this research are as follows for students, the results of this study can be used as a source of literature review in replicating similar research by adding samples and reconstructing the research model through a combination of new variables that have the opportunity to have influence on

purchase intention. So that the results obtained can interpret the actual situation. For universities, the results of this research can be recommended as teaching materials and case studies to students in related lecture activities. For company management the results of this study can be used as a theoretical basis to increase purchase intention, this can be done by increasing brand equity and optimizing brand image.

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