The Influence of Brand Image, Brand Trust and Product Quality on Purchasing Decisions on PT. BS Motorcycle Products Esaf Frame

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Abstract: In the current era of globalization which is very rapidly developing, causing changes in lifestyle in humans who want to be fast-paced and practical is to increase purchasing decisions for BS motorcycle products, two-wheeled vehicles which are a means of transportation that is easily used by all groups and can reach difficult places. aspects to improve purchasing decisions for brand image, brad trust, and product quality, so that purchasing decisions run optimally. The purpose of this study was to determine brand image, brad trust and product quality on purchasing decisions for BS motorcycle products. The research method used is quantitative research method with descriptive and verification approaches. The results showed that: (1) the decision to purchase a BS motorcycle is in the unfavorable category. (2) Brand image of BS motorcycle products in the unfavorable category (3) Brand trust of BS motorcycle products in the unfavorable category. (4) The quality of BS motorcycle products is in the unfavorable category (5) Partially Brand Image has a positive effect on Purchasing Decisions for BS motorcycle products for Consumers. (6) Partially, brand trust has a positive effect on the decision to buy PT BS motorcycle products. (7) Partially product quality has a positive influence on purchasing decisions. (8) Partially Simultaneously Brand Image, Brand Trust and product quality have a positive influence on purchasing decisions.

Keyword: Brand Image, Brand Trust, Product Quality, Purchase Decision

INTRODUCTION

The purchase decision according to Buchari Alma (2014:96) suggests that purchase decision is a consumer decision influenced by financial, technological, political, cultural, product, price, location, promotion, physical Evidence, People, Process, and Form an Attitude consumers to process all information and draw conclusions in the form of response to select what products to buy. According to Kotler & Armstrong (2016:188), the decision was made purchases have the following dimensions and indicators, product options, brand options, consumer dealer options, time, number of purchases. Payment method another factor that needs to be considered by motorcycle company BS to be able to achieve the decision to purchase BS

motor products is Brand imageBrand image is the perception or image owned by consumers about a brand or company. This includes everything associated with the brand, including emotions, values, associations, and experiences that customers experience when interacting with the brand. 1 Brand Image Brand Image or Brand Image according to Kotler and Keller (2016:330), Brand Image describes the extrinsic nature of the product or service including the way in which the brand trying to meet the psychological or social needs of customers. According to Keller & Swaminathan (2020:235) which is a benchmark or indicator of Brand Image, including three dimensions, namely strength, liking, and unique In addition to Brand Image, Brand Trust is a form of consumer confidence in a brand brandthe company has a huge influence on the sustainability of a brand for easy and growing market is one of the factors that affect the level of purchasing decisions. Brand trust depends on consumer trust According to chi and chiou (2015:321) Brand Trust is a consumer believe in a particular brand that offers reliable products like complete functionality, guaranteed quality, and provided service after purchase of their products. According to Ferrinadewi (2018:149), the dimensions and indicators of Brand Trust are tworeliability is a perception that rests on that brand should be able to meet customer satisfaction for its needs and desires. It relates to individual belief that the brand keeps its promiseoffered on the product. This dimension also has the essence that trusting a brand is because consumers have already considered the brand

this is and believes that it will be able to realize what has been promised later, the ability to realize the promise that encourages consumers to trust in brand and intentionality This dimension describes the trust aspect to make consumers feel assured that the brand will be responsible and consistent even if it changes the situation or constraints later in life. And this dimension is an emotional protection against consumers. In addition to brand image and brand Trust, product quality is a composition of physical condition, function and nature of a product either goods or services based on expected quality levels such as reliability, accuracy, ease of operation, product reparation and other product attributes also Factors that affect product quality according to experts are Human Resources (HR),Work Procedure, Method Machine,Production Equipment, Product Raw Materials, and Size According to Kotler & Armstrong (2016:284) Product quality is onethe most reliable factor marketers in marketing a product. By therefore, improving the quality of products or services is an important challenge for companies to compete in the global market. Quality improvementproducts will be able to reduce costs and increase competitive advantage, even high product quality will be able to compete for a long time. Then, product quality is an important factor that can drive growth company economies around the world in global market contact Product quality has dimensions that can be used to analyze characteristics of a product. According to Kotler and Armstrong (2019:393) is a form, feature, adjustment, quality performance, resilience, quality conformity, reliability, style, ease of improvement, and design

       Some of the fundamental issues still limit marketing development. This claim is based on the latest official data that supports this trend. Technological advances are also supported by humans very quickly to adapt with the development of the age, humans today have many activities in particular outdoor activities. This led to the creation of the technology

can effectively time outdoors activities. Technology it is a two-wheeled vehicle that is an easy transportation tool for used by all circles and can reach difficult places. Therefore, the purchase decision becomes a very important discussion for BS motor products. According to data from the Central Statistics Agency from the Indonesian Police Department, the development of motor vehicles in Indonesia reached 120 million unit in 2021, According to data obtained by the most widely used vehicles is motorcycle vehicles which are 126.993 million units in 2022 per 31 December, motorcycle sales in Indonesia experience growth every month, even in April it experienced the decline of 354,323 thousand motor units, but can return to the upward august 534,379,000 motor units. This sales growth it is based on the total number of motorcycles sold

from various motorcycle manufacturers located in Indonesia include motorcycle products, BS products are car manufacturers, trucks, motorcycles and scooters established by Soichiro on September 24, 1948 in Japan. In 1960, BS products first came to Indonesia and instantly controlled the automotive market Indonesia, which was at the time dominated by Europe and America. medium Honda esaf frame news being a consumer conversation, but the most sales are still controlled by BS Pcx series That Is Not Esaf Framework. Menurut iNews.id on August 17 2023, stated that the case of scutic honda frames of rusty honda is so crowded discussed in social media, the president is Two Types of Scutics BS Yang viral has broken the frame of vario and beat, it is

causes doubt about the honda motor. The First Thing That Duga causes the eruption of Problem purchases brand Picture is. Brand Trust, and Product Quality

METHOD
Used Method
This research was conducted at PT BS using quantitative research methods with descriptive and verificative approaches. According to Sugiyono (2018:35), descriptive research methods are studies conducted to determine the value of independent variables, either one or more (independent) without making comparisons with other variables that are researched and analyzed to produce conclusions. Verificative research according to Sugiyono (2018:36) is a study aimed at testing the theory and will seek to produce a scientific method, namely the status of a hypothesis in the form of conclusions, whether a hypothesis is accepted or rejected.

The descriptive method used in this study is to know the picture of brand image, brand trust, product quality and product purchase decision of PT BS motorcycle product used in this study is to know and test how much influence brand image, brand trust, and product quality on the decision of PT BS motorcycle product purchase both partially and simultaneously.

Data collection activities are operational efforts in carrying out research that can positively influence the conduct of analysis and interpretation of data. In connection with this, the techniques used in collecting data relevant to the research problem are questionnaires, library studies, documentation and Online Research.

Variable Operation
As has been revealed in problem identification, the main problems studied are Brand Image (X1), Barnd Trust (X2), and Product Quality (X3) as independent variables, Consumer purchasing decisions of PT BSvariable dependent motorcycle (Y). Based on the research approach used.

Sources and Methods of Data/Information
The data source in this study is a secondary data source derived from research in the field in the form of responses, statements, explanations, information and assessments of Consumers who have used the product PT BS questionnaire as a source of data information while primary data is information reports, scientific books especially theories about buying decisions, brand image, consumer behavior, brand trust and product quality.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017: 80). The population in this research is all consumers who have used PT BS motorbike products, totaling 1,115 consumers.

Samples are part of the population that is expected to represent the population in the study. Samples are part of the number and characteristics that the population has (Sugiyono, 2017:81). The sample is done because the researchers have limitations in conducting research both in terms of time, energy, funds and a huge population. In this study, researchers used

Probability Sampling Technique, using the sampling technique used is Simple Random Sampling. Probability sampling is a sampling technique that provides equal opportunities for each population element to be selected as a sample member (Sugiyono, 2017:155). Simple random sampling is the taking of samples from the population done randomly without regard to the strata present in that population (Sugiyono, 2017:170). To determine the sample size (number of respondents) the authors use the slovin formula (Sugiyono, 2017:149) as follows:

$$n = \frac{N}{1 + N(e)^2}$$

So the number of samples used is: n=1.115/ (1+ (1.115 x (0.1) 2)) n=1.115/4=92. Thus, the number of samples taken in the study was 92 respondents.

Data Collection Techniques
Data collection activities are operational efforts in carrying out research that can positively influence the conduct of analysis and interpretation of data.
1. Questionnaire, is a data collection technique performed by asking a set of questions or written questions to respondents to answer (Sugiyono, 2018:162).
2. Research Library, research conducted by studying literature, diclates, journals, and related materials writing topic. By reading, quoting, summarizing, and so on channel the opinions of experts who have to do with research Objects. (Sugiyono 2017:194)
3. Online Research is a research conducted online involving collection of information from the internet using questionnaires electronics that utilize email or other web to collect the data required by researchers and respondents can come from anywhere because it is not limited to goographic area. (Sugiyono 2017:194)

RESULTS AND DISCUSSION
Marketing Management
According to Kotler and Keller (2016:27), "Marketing management as the art and science of Choosing Target Markets and Getting, Keeping, and Growing Customer through Creating, Delivering, and Communicating Superior Customer Value. Or get it defined as "marketing management as art and science to choos target market as well as gain, maintain and grow customers through the creation, delivery and communication of customer value superior."According to Sudarsono (2020:2), marketing management is a process planning, implementation (which includes organizing, briefing, and coordination) marketing operations within the company to achieve organizational goals efficiently and effectively. As well as in the marketing management function there are activities analyzing is an analysis performed to find out the market and environment marketing, so it can be obtained how much opportunity to seize the market and how much threats to face. Based on the definition according to the experts, it can be concluded that marketing Management is an art or science that is in it the process of analyzing market opportunities, the process of determining market, organizing, processing, coordination or delivery useful in marketing activities to run effectively and efficiently to achieve the company's targets.

Marketing Management function is to analyze market, segmentation market, set target markets and well-planned market placement. The functions of marketing management according to experts are as follows: 1) Marketing Planning Planning everything before doing any marketing activities covering the goals, strategies, wisdom, and tactics to be executed; 2) Marketing Implementation Marketing implementation is a process that changes strategy and marketing plans that become marketing actions to achieve goals. Implementation also includes daily activities effectively in implementation of marketing plans. This activity requires action

attracts all people or all activities and structures of formal organizations it can play an important role in implementing strategies marketing; and 3) Actual Control Evaluate marketing activities Try to guide the executors so that they always are act according to the plan that has been made.

Brand Image

Brand Image or Brand Image according to Kotler and Keller (2016:330), Brand Image describes the extrinsic nature of the product or service including the way in which the brand trying to meet the psychological or social needs of customers. According to Schiffan and Kanuk (2014:184), Brand Image is a perception that lasts, formed through experience, and relatively consistent. Based on the opinion of experts, it can be concluded that brand image it is a brand image or consumer opinion of a brand in a way consumer psychology or social is formed through experience, which is its nature sustainable and lasting and attached to consumer memory. According to Firmansyah (2019:69), Brand Image has several functions

as follows: 1) Brands with strong image in consumer environment work very well as an indicator of the power of distribution channels or channel distribution of products; 2) Brand name serves as value storage of advertising cost investment as well as the improvement of accumulated product quality; 3) Brand image summarizes all the experiences that consumers experience, that is it serves as a source of value enhancer and indirectly brand image can also change the experience; and 4) Brand image plays an important role as the market entrance, because playing roles in such things as pioneering, advanced, brand extension, and brand alliance.

Brand Trust

Brand Trust or Consumer Trust in a Brand Brand the company has a huge influence on the sustainability of a brand for easy and constantly evolving in the market. However, when a brand unbelievable by consumers, it will be difficult to grow in the market. According to chi and chiou (2015:321) Brand Trust is a consumer believe in a particular brand that offers reliable product like complete functionality, guaranteed quality, and provided service after purchase of their products. According to Ferrinadewi (2018:147) brand trust or brand trust it is a perception of reliability from the consumer's perspective based on experience or sequence of transactions and interactions with characteristics fulfilling expectations that exist in performance or products.

According to the opinion of the experts, it can be concluded that the brand trust it is a consumer trust in a product based on it the presence of advantages of such products that make a brand reliable by Consumer. benefits of Brand Trust as follows: 1) A good brand trust will create a good benefit at the sales rate of the products sold; 2) Not only that, brand trust can increase consumer confidence in a brand or product so that consumers will tend to choose and buy products from trusted brands; 2) Brand trusts can also affect consumer loyalty, where consumers who have a high level of trust in a brand will tend to be loyal customers who will buy products from the brand later in life; and 3) In addition, brand trusts can also help brands in dealing with tight market competition, reduce consumer purchasing risks, and improve the brand image as a whole.

Product Quality

Product quality is a physical condition, function and nature of a product whether goods or services are based on expected quality levels such as reliability, accuracy, ease of operation, product repair and other product attributes. According to Kotler & Armstrong (2016:284) Product quality is one the most reliable factor marketers in marketing a product. By therefore, improving the quality of products or services is an important challenge for companies to compete in the global market. Quality improvement products will be able to reduce costs and

increase competitive advantage, even high product quality will be able to compete for a long time. Then, product quality is an important factor that can drive growth company economies around the world in global market contact. Product quality can be summed up as good function, durability, the operation and repair of a product that needs to be continuously improved to compete in the market.

According to Ariani (2003), there are several benefits obtained by creating good quality products, namely: 1) Increase the company's reputation. Companies or organizations that have produced a quality product or service will earn a predicate as an organization that prioritizes quality, therefore, the company or organization is known to the wider community and gain more value in the eyes of the community; 2) Lower costs. To produce a product or service that is quality of a company or organization does not need to incur high costs. This is because the company or organization is oriented towards customer satisfaction, namely by basing the type, type, time, and number of products produced according to the expectations and needs of consumers; 3) Increase market share. Market share will increase when the minimization of costs is reached, as the organization or company can press prices, although quality remains the main one; 3) International Impact. If able to offer quality products or services, then in addition to being known in the local market, the product or service will also be known and accepted in the international market; 4) Product Responsibility. With increasing competition in the quality of products or services produced, the organization or company will be required to be more responsible for the design, process and distribution of products to meet the needs of consumers; 5) For product appearance. Quality will make known products or services, in which case it will make the company that produces products will also be known and trusted by the public at large; and 6) Realizing the perceived quality is important. Competition that is no longer a matter of price but the quality of the product, this is what encourages consumers to want to buy products with high price but with high quality too.

Purchase Decision

The purchase decision according to Kotler & Keller (2016:216) is a the activities of buying the most preferred brands of consumers from several alternative options there are, but there are two factors that affect and can make between intentions purchase or purchase decision, the factor is the attitude of others and situational Factor. Therefore, the preferences and purchase intent are not always produce actual purchases. Purchase decisions can also be interpreted as a solving activity problems that consumers do in terms of selection of alternatives and choose the most appropriate and appropriate according to what is desired and required by consumers, it becomes a purchase decision.

According to Kotler and Keller (2016:47), formulating the marketing mix into 7 or commonly known as the concept of Marketing mix 7P (Product, Price, Promotion, Place, People, Process, and Physical Evidence are as follows: 1) Product It is a form of offer of a service organization that is shown to achieve goals through satisfaction of customer needs and wants. Products can be anything (whether physical or not) like goods or services that can be offered to potential customers for meet certain needs and desires. Products are all that offered to the market for attention, acquired, and used or consumed to meet the needs and desires of physical, services, people, organizations and ideas; 2) Price Mix prices with regard to both strategic and tactical policies such as levels price, discount structure, payment terms and price discrimination rate among various customer groups. The price also describes the magnitude rupiah or the value of money that a consumer must spend to get obtaining one product and should be affordable by consumer; 3) Promotion Promotional mix includes various methods, namely advertising, sales promotion, face-to-face sales, and public relations. Promotion as well describe the various ways the company goes in selling products to consumers; 4) Place The place of distribution decision concerning ease of access against services for customers. Places

where products are available in a number of distribution channels and outlets that allow consumers to be able easily obtain a product; 5) People What people mean here are service providers or services employees sales, or people involved directly or not directly in the service process itself, for example in beauty services among them are receptionists, doctors and beautytherapists; 6) Process Process is an activity that shows how service is given to consumers during purchasing goods or services. Companies through frontliners often offer a wide range of shapes service for the purpose of attracting consumers; and 7) Physical Evidence The physical environment is a physical form or production environment, such as where services or products are created, where service providers and consumers can interact, then various elements that have physical form and shape useful to support or communicate a role such products or services.

PT BS, Indonesia, Bandung City

PT BS is a manufacturer of cars, trucks, motorcycles and scooters founded by Soichiro on September 24, 1948 in Japan. In 1960, PT BS first came to Indonesia and instantly controlled the Indonesian automotive market, which was dominated by Europe and America. In the motorcycle industry, PT BS entered Indonesia on June 11, 1971 through PT Federal Motor which is now known as PT Astra BS Motor with a consumer motorcycle as many as 1,115 people.

Characteristics of Respondent

Based on the results of data collection through the spread of questionnaires to consumers who have purchased and who will intend to buy PT BS motor products that have Esaf frame, it can be identified characteristics of each consumer in the hope that information can be used as input for PT BS in Bandung city, especially in the brand Image, brand trust and product quality that is in accordance with what consumers expect. Characteristics that can be presented in this study include: consumer gender, consumer age, consumers who already have PT BS motor products that have esaf frame, type of esaf motor owned by consumers, and frequency of consumer use of PT BS esaf frame motor products

The characteristics of consumers by gender are very balanced between men and women with 50% each. This is because both men and women in today do need motorcycles as a means of transportation to support the activity of consumers. Then the use of motorcycles must also be in accordance with the age of the user, this is included in the characteristics based on the age of sufficient and allowed to use motorcycles, which is the age of 20-25 years, which is 65%

the next characteristic of consumers is that already understand that the motorcycle it owns is made of esaf frame, it is important to know by consumers because to prove that there is a decrease in quality in the frame. Then consumers must also mention the type of motorcycle that it has, it can be known that the average PT BS motorcycle has a scutic type of 70% with the most motorcycle type, namely Scoopy and also the production beat from 2019 which is balanced by 30%, with the frequency of use of motorcycles that are often used daily for various activities of 75%.

Hypothesis Analysis and Testing Design

This research was conducted at PT BS Production Division Author using quantitative research methods with descriptive and verificative approaches. According to Sugiyono (2018:35), descriptive research methods are studies conducted to determine the value of independent variables, either one or more (independent) without making comparisons with other variables that are researched and analyzed to produce conclusions. Verificative research according to Sugiyono (2018:36) is a study aimed at testing the theory and will seek to produce

a scientific method, namely the status of a hypothesis in the form of conclusions, whether a hypothesis is accepted or rejected.

The descriptive method used in this study is to know the picture of brand image, brand trust, product quality and consumer decision of PT BS motorcycle. The verificative method used in this study is to know and test how much influence brand image, brand trust and product quality have on the decision to purchase PT BS motorcycle products both partially and simultaneously. Validity tests show the degree of accuracy between actual data occurring in objects with data collected by researchers (Sugiyono, 2017:125). This validity test is conducted to measure whether the data obtained after the study is valid or not, using the measuring device used (questionnaire). In this study, validity test was conducted against 92 respondents who had used PT BS products using the formula Pearson Product Moment. This validity test is done with SPSS 26 program. If the results of r count are known, then consulted with the r value of table with a level of significance of 5% with the following criteria: a) If r counts ≥ r table, it means valid; and b) If r counts ≤ r table, it means invalid.

Before data is analyzed, data processing is first performed. The processing of data collected from interviews and questionnaires can be grouped into 3 steps: preparation, tabulation and application of data on the research approach. Research preparations include the activities of collecting and examining the completeness of the questionnaire sheet and providing scores according to the predetermined assessment system. Closed questionnaires use a 5 cordinal scale, the value obtained is an indicator of the independent X variable pair and the dependent Y variable, which is as follows: (X, Y) which is assumed to be linearly related. Data tabulation is applied to the research approach used in accordance with the research objectives.

The analysis used consists of two types: (1) descriptive analysis, especially for qualitative variables and (2) quantitative analysis, in the form of hypothesis testing using statistical tests. Quantitative analysis is emphasized to uncover the behavior of the variable of the research, while descriptive/qualitative analysis is used to explore the behavior of the causal factors. The analysis method used is cross-sectional analysis. Using a combination of these analytical methods, a comprehensive generalization can be obtained.

Brand Image Products PT BS motorcycle

According to Kotler and Keller (2016: 330), Brand Image describes the extrinsic nature of a product or service including the way in which a brand tries to meet the psychological or social needs of customers. According to Schiffan and Kanuk (2014: 184), Brand Image is a perception that lasts, is formed through experience, and is relatively consistent.

It should also be mentioned that the highest and lowest scores for the brand image variable indicator are the highest score of 5 x 92 = 460, while the lowest score is 1 x 92 = 92 for each indicator. This score is used to find the weight of each indicator of the brand image variable with a range of scores It can be seen that the weight of brand image, which is an image formed in the minds of consumers with a score of 460, this shows that consumers feel brand imange motorcycle products PT. Good BS as a picture of the shape that consumers think. This can be seen from 46 respondents who chose the affirmative answer.

Brand Trust Motorcycle Products PT BS

According to chi and chiou (2015: 321) Brand Trust is a consumer who believes in a particular brand that offers reliable products such as complete functions, guaranteed quality, and services provided after purchase of their products. Meanwhile, according to Ferrinadewi (2018: 147) brand trust or brand trust is a perception of reliability from a consumer point of view based on experience or transaction sequences and interactions with the characteristics of meeting expectations that exist in performance or products.

It should also be mentioned that the highest and lowest scores for the brand trust variable indicator are the highest score of 5 x 92 = 460, while the lowest score is 1 x 92 = 92 for each indicator. This score is used to find the weight of each indicator of the brand trust variable. For more details about these indicators. weighting the variable score of brand trust above, it turns out that the brand trust of PT BS motorcycle products is already relatively good, in the sense that the brand trust of PT BS motorcycle products still needs to be improved and improved again in the future, because brand trust is one of the factors that influence the purchase decision of PT BS motorcycle products.

Product Quality Motorcycle PT BS

According to Kotler & Armstrong (2016: 284), Product Quality is one of the factors most relied on by marketers in marketing a product. Therefore, improving the quality of products or services is an important challenge for companies to be able to compete in the global market. Improving product quality will be able to reduce costs and increase competitive advantage, even high product quality will be able to compete for a long time. Thus, product quality is an important factor that can drive the economic growth of companies around the world in global market contacts.

It should also be mentioned that the highest and lowest scores for the variable indicator of product quality are the highest score of 5 x 92 = 460, while the lowest score is 1 x 92 = 92 for each indicator. This score is used to find the weight of each indicator of the product quality variable. For more details about these indicators. weighting the variable score of product quality above, it turns out that the quality of PT BS motorcycle products is not good, in the sense that the quality of PT BS motorcycle products still needs to be improved, evaluated and improved again in the future, because product quality is one of the most important factors that influence the purchase decision of PT BS motorcycle products.

Product Purchase Decision PT BS Motorcycle

Purchasing decision according to Kotler & Keller (2016: 216) is an activity to buy the brand that consumers like the most from several alternative options available, but there are two factors that influence and can make between purchase intention or purchase decision, these factors are other people's attitudes and situational factors. Therefore, preference and purchase intent do not always result in an actual purchase. Purchasing decisions can also be interpreted as problem-solving activities carried out by consumers in terms of selecting various alternatives and choosing the most appropriate and in accordance with what consumers want and need so that it becomes a purchase decision.

It is also worth mentioning that the highest and lowest scores for the purchase decision variable indicator are the highest score 5 x 92 = 460, while the lowest score is 1 x 92 = 92 for each purchase decision indicator. This score is used to find the weight of each indicator of purchasing decision variables. Based on the weight of the score above, it turns out that PT BS's motorcycle products have a fairly high consumer purchase decision with product purchases of 1,115 units of motorcycles.

The Influence of Brand Image, Brand Trust and Product Quality on the Decision of Purchasing on Motorcycle Products PT. BS

To reveal the influence of a variable or set of variables on other variables, multiple correlation coefficient analysis can be used. In this multiple correlation coefficient analysis, we can see the relationship between variables, and their shortcomings, both directly and indirectly and simple linear regression analysis. Before making a decision about the magnitude of the influence of one variable on other variables, a hypothesis must first be tested, both as a whole and individually.

To find out whether the independent variable (x) and the dependent variable (y) are related simultaneously, especially the influence of brand image, brand trust, and product quality on the purchase decision of PT BS motorcycle products, it is done using path analysis and the software used is SPSS version 26, so that the results are obtained as seen in the table below.

Table 1. Multiple Correlation Coefficient Analysis Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0,865[a]	0,748	0,739	3,382	0,748	86,938	3	88	0,000

a. Predictors: (Constant), Product Quality, Brand Trust, Brand Image

b. Dependent Variable: Purchase Decision

Source: SPSS 26 Results (processed 2024)

From the table above, it can be seen that the value of the correlation coefficient is 0.865, where the relationship between brand image (X1), brand trust (X2) and product quality (X3) on consumer purchase decisions (Y). The value of the coefficient is included in the interval 0.80 - 0.999 which means that it has a strong and positive correlation relationship. Based on the table above, the R square result was obtained by 0.748 or 74.8%, meaning that the variables of brand image, brand trust and product quality affect consumer purchasing decisions by 74.8%, while the remaining 36.2% is influenced by other factors that were not studied.

Table 2. Multiple Linear Regression Analysis Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,892	4,891		0,182	0,856
Brand Image	0,129	0,076	0,124	1,683	0,096
Brand Trust	0,212	0,077	0,190	2,760	0,007
Product Quality	0,658	0,083	0,643	7,958	0,000

a. Dependent Variable: Purchase Decision

Source: SPSS 26 Results (processed 2024)

The constant value (a) is 0.892, this means that if brand image (X1), brand trust (X2) and product quality (X3) are 0, then consumer purchase decisions (Y) will be worth 0.892 units. The value of the regression coefficient of the variable X1, namely brand image, shows 0.129. This means that if brand image (X1) increases by 1% while brand trust (X2) and product quality (X3) are 0, then brand image (X1) will increase by 0.129 units. Value if brand trust (X2) increases by 1% while brand image (X1) and product quality (X3) are 0, then brand image (X2) will increase by 0.212 units. And the value of the regression coefficient of the variable X3, namely product quality, shows a number of 0.658. This means, if product quality (X3) increases by 1% while brand image (X1) and brand trust (X2) are 0, then product quality (X3) will increase by 0.658 units.

CONCLUSION

Based on the results of research that has been conducted to determine the influence of brand image, brand trust, and product quality on the purchase decision of PT BS motorcycle products, the following conclusions can be drawn:

1. Brand image of PT BS motorcycle products in the category of quite not good appreciated, respected, and have a good image in the eyes of consumers, in the sense that brand image is one of the factors that is very influential on consumer behavior and consumer purchasing decisions, however, there are some elements / indicators that are considered uncomfortable, so respondents prefer hesitant answers

2. Brand trust that occurs in PT BS motorcycle products has not been in accordance with consumer expectations and trust with the needs of PT BS motorcycle products, in the sense that brand image is one of the factors that have a major influence on the high and low consumer purchase decisions and consumer behavior, however, there are several elements / indicators that are considered uncomfortable, so more respondents choose undecided answers.

3. The quality of PT BS motorcycle products in general is considered not in accordance with the expectations and desires of consumers. Some indicators of product quality such as. form, features, customization, performance quality, durability, quality suitability, reliability, style, ease of repair, and design. However, indicators such as resilience, quality compliance and independence get very low scores

4. The decision to purchase PT BS motorcycle products is relatively weak and even some consumers have less high satisfaction, from several existing indicators, overall showing a fairly good and weak value.

5. Brand image, brand trust and product quality simultaneously influence the decision to purchase PT BS motorcycle products. But partially, product quality has a more dominant influence on purchasing decisions than brand image and brand trust. And partially, the influence of brand image, brand trust and product quality on purchasing decisions is as follows: brand image affects purchasing decisions, so that if the brand image felt by the company given by consumers is right then purchasing decisions and consumer behavior will also increase, brand trust affects purchasing decisions, so that if the brand trust given by the company is in accordance with what is needed by consumers, purchasing decisions will also increase and product quality greatly influences purchasing decisions, so that if the quality of products owned by the company is in accordance with needs,

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