



Effects of Product Quality, Price Perception, and Promotion on Honda Electric Motorcycles Purchase Intention: Customer Satisfaction Mediates

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Abstract. The Indonesian motorcycle industry has entered the electrification era, with various brands emerging over the past five years. Honda, as the market leader in Indonesian two-wheeled vehicles, has responded by launching three electric motorcycle models between 2023 and 2025. This study examines the influence of product quality, price perception, and promotion on consumer purchase intention for Honda electric motorcycles, mediated by customer satisfaction. Using a quantitative approach, data were collected from 103 consumers who purchased PCX and ADV motorcycles between July and December 2024 at PT. Sabena Honda dealerships. Respondents were selected through purposive sampling, and data were analyzed using IBM SPSS Statistics 31 with classical assumption tests and path analysis at $\alpha = 0.05$. The findings show that product quality and promotion significantly affect customer satisfaction, while price perception has no effect. Furthermore, product quality, promotion, and customer satisfaction significantly influence purchase intention. Customer satisfaction effectively mediates the relationship between product quality, price perception, promotion, and purchase intention, providing valuable insights for strategies to strengthen consumer loyalty and purchase decisions.

Keywords: Product Quality, Price, Promotion, Customer Satisfaction, Purchase Intention

1 Introduction

The motorcycle industry in Indonesia is one of the most dynamic sectors of the national economy. By 2023, more than 157 million motorcycles were registered, accounting for over 80% of vehicles nationwide. For many Indonesians, motorcycles are not only affordable and practical but also essential for income generation. Their low purchase price, manageable fuel costs, simple maintenance, and ability to navigate rural roads have made them indispensable. Yet this dominance brings challenges. Heavy reliance on fossil fuels raises concerns about carbon emissions and energy security, particularly in the context of global commitments under the 2015 Paris Agreement.

Electric vehicles (EVs) offer a promising alternative. Unlike conventional motorcycles, electric motorcycles produce zero tailpipe emissions, reducing carbon footprints and improving urban air quality. They also promise lower operational and maintenance costs. These advantages, combined with rising public awareness of environmental issues, are shifting preferences toward more sustainable transportation. The Indonesian government has reinforced this shift through Presidential Regulation No. 55/2019, which incentivizes EV production and adoption while expanding supporting infrastructure. Since then, the number of electric motorcycle brands has surged from nine in 2019 to more than fifty by 2023.

Honda, the market leader in Indonesia's two-wheeled segment, has responded by introducing electric models such as the EM1 e:. This demonstrates its intent to remain competitive while aligning with sustainability policies. Yet despite these developments, adoption remains modest. Internal reports from PT. Sabena Honda, an authorized dealership in Banda Aceh, show that only 1.9% of walk-in visitors in 2024 expressed purchase interest in electric motorcycles. Similarly, just 2.5% of test-ride participants intended to buy within the next year, while most corporate outreach efforts yielded no firm commitments. These low figures highlight barriers such as high prices, limited charging infrastructure, and lower perceived appeal compared to gasoline motorcycles.

Research has long emphasized three marketing factors as central to purchase intention: product quality, price perception, and promotion. Product quality builds trust and strengthens consumer confidence in purchase decisions. Price perception influences value judgments, as consumers are more likely to buy when they believe the price fairly reflects the benefits received. Promotion increases awareness, shapes brand image, and stimulates interest through advertising, discounts, and experiential campaigns. While these variables have been widely studied, findings remain mixed. Some studies suggest strong positive effects, while others find little or no relationship.

Equally important is customer satisfaction, which can act as a mediating factor. Satisfaction reflects whether product performance meets or exceeds expectations. Satisfied consumers are more likely to remain loyal, recommend the product, and make repeat purchases. Moreover, satisfaction may amplify the effects of quality, price, and promotion on purchase intention. However, its mediating role has been insufficiently examined in the context of electric motorcycles in Indonesia. This gap leaves unanswered questions about how these factors interact in a market that is still in its early growth stage.

Against this backdrop, this study aims to analyze the influence of product quality, price perception, and promotion on purchase intention for Honda electric motorcycles, with customer satisfaction as a mediating variable. A quantitative approach was employed using survey data from PT. Sabena Honda customers, allowing statistical testing of both direct and indirect effects.

The contribution of this study is twofold. Theoretically, it enriches consumer behavior literature by clarifying the mediating role of customer satisfaction in linking marketing factors with purchase intention. Practically, it offers insights for PT. Sabena Honda and similar dealerships to refine strategies that enhance

trust, satisfaction, and adoption in a competitive but underdeveloped market. By understanding how consumers perceive product quality, evaluate prices, and respond to promotional efforts while recognizing satisfaction as a key driver businesses can develop more effective approaches to stimulate demand and accelerate the shift toward sustainable mobility in Indonesia.

2 Literature Review

2.1 Purchase Intention

Purchase intention is a widely examined construct that reflects the consumer's readiness or tendency to purchase a particular product or brand. [1] define it as a consumer's inclination to buy, shaped by psychological, social, and situational factors. Similarly, [2] describe purchase intention as a willingness to engage in the buying process. [3] emphasizes the fit between purchasing motives and product attributes. Across these perspectives, purchase intention emerges as a predictor of actual purchasing behavior, though not all intentions translate into finalized decisions due to intervening external conditions. Scholars have identified several indicators of purchase intention. [4] outlines transactional, referential, preferential, and exploratory dimensions. [4] highlight attitudes toward products, perceived quality, perceived price, and willingness to communicate as central indicators. Meanwhile, [6] add brand trust, emotional involvement, and motivation as essential drivers. These diverse perspectives suggest that purchase intention is multi-dimensional, involving both rational evaluations and emotional attachments.

The process by which intention develops has also been conceptualized through the AIDA model (Attention, Interest, Desire, Action). This model emphasizes how marketing stimuli first capture attention, then generate interest, shape desire, and ultimately drive purchase behavior [1]. Moreover, [7] distinguishes emotional, cognitive, social influence, and perceived risk as related dimensions of purchase intention, underscoring that decisions are shaped by feelings, evaluations, peer influence, and perceived uncertainty. Despite these frameworks, research findings remain inconsistent. Some studies confirm strong positive relationships between product quality, price perception, promotion, and purchase intention, while others report weak or insignificant effects. This inconsistency signals the importance of examining intervening factors such as customer satisfaction, which may strengthen or diminish the relationships between antecedents and purchase intention.

2.2 Customer Satisfaction

Customer satisfaction represents the degree to which a product or service meets or exceeds consumer expectations. [8] describe it as a consumer's emotional response after comparing actual performance to initial expectations. [9] views it as a cognitive and affective evaluation towards the use of a product where

expectations and needs are met, while [10] define it as a judgment based on prior experiences and perceived value. Satisfaction is thus central to consumer loyalty, positive word-of-mouth, and repeat purchase behavior.

Indicators of satisfaction include repurchase intention, positive recommendations, indifference to competitor offerings, cross-buying, and contribution of ideas [11]. [10] add service quality, perceived value, customer experience, and post purchase contentment as relevant measures. [12] further incorporates product quality, price, service facilities, availability, delivery, and communication. These indicators reveal that satisfaction extends beyond product performance, encompassing the broader customer journey.

The benefits of customer satisfaction are substantial. As [12] notes, satisfied customers foster harmonious relationships, create loyalty, generate positive word-of-mouth, strengthen reputation, and enhance profitability. This makes satisfaction not only a desired outcome but also a mediating mechanism linking marketing variables to behavioral outcomes. Several studies [13] confirm its mediating role between product quality and repurchase intention. However, in other contexts, satisfaction appears less influential, suggesting that its role may be contingent upon product type, market maturity, or consumer experience.

2.3 Product Quality

Product quality is consistently highlighted as a key determinant of consumer satisfaction and purchase intention. [4] define it as the product's ability to meet stated or implied needs. [14] emphasizes the ability of a product to meet or exceed customer expectations, encompassing various product attributes such as reliability, durability, and customer satisfaction after purchasing and using the product. [4] stress product quality as ability of a product to provide the satisfaction desired by consumers. [15] frame it as consumers' holistic evaluation, integrating both tangible features and intangible experiences.

Indicators of product quality vary. [4] highlight reliability, durability, and ease of use. [9] expands the list to performance, features, conformity, service ability, aesthetics, and perceived quality. [16] adds functionality and compliance with standards. Collectively, these indicators underline that quality is not only physical but also perceptual, shaped by branding, reputation, and service support.

Yet empirical findings are mixed. Some studies show a significant impact of quality on satisfaction and intention, while others, such as find no significant effect of product quality on satisfaction in fast-food contexts. This inconsistency highlights the importance of context quality may matter more in high involvement purchases like motorcycles than in low involvement products.

2.4 Price Perception

Price perception reflects how consumers interpret and evaluate a product's price relative to value, alternatives, and expectations. [8] argue that it is not the absolute price but its perceived fairness and justification that shape behavior.

Conceptualize it as a cognitive process influenced by social and psychological factors. [17] adds that perceptions of price are closely linked to perceived quality, promotion and perceived value.

Indicators of price perception include perceived fairness of price, price as an indicator of quality, comparisons with alternatives, perceived benefits, and sensitivity to price changes [18]. Factors shaping these perceptions include consumer experience, brand image, availability of information, and peer influence.

Prior findings are again contradictory. Some studies suggest price perception strongly predicts satisfaction and loyalty, while others find no significant effect on purchase intention. These inconsistencies indicate that price effects may depend on whether consumers view products as necessities, luxuries, or symbolic goods.

2.5 Promotion

Promotion is a central marketing tool for informing, persuading, and reminding consumers about products. [8] define it as a communication that directly or indirectly conveys product value. [17] and [19] highlight its role in stimulating demand, while Swastha and [20] stress persuasion and information. Indicators of promotion include advertising, sales promotions, public relations, personal selling, and direct marketing. Factors influencing effectiveness include company goals, market segmentation, competitor strategies, technological media, and budget [8]. Most studies confirm promotion's positive influence on intention and satisfaction. However, some evidence shows no significant effect, suggesting that promotions may fail when misaligned with target audiences.

2.6 Synthesis and Research Gap

From the reviewed literature, it is clear that product quality, price perception, and promotion are repeatedly identified as >Effects of Product Quality, Price Perception, and Promotion and satisfaction. Yet across studies, their effects vary considerably. Some report strong positive associations, others weak or insignificant ones. Moreover, while satisfaction is recognized as a critical outcome, its mediating role has rarely been fully tested in the context of electric motorcycles in Indonesia. This inconsistency underscores the need for context-specific research. Electric motorcycles represent a relatively new product category, where consumer expectations, perceived risks, and environmental considerations differ from conventional markets. By focusing on Honda's electric motorcycle segment at PT. Sabena Honda, the present study addresses these gaps and contributes to both theoretical and practical understanding.

2.7 Hypothesis

Base on the description above, the proposed hypothesis is :

- Ho : Product quality, price perception, and promotion do not significantly influence customer satisfaction of Honda electric motorcycles; Product quality,

price perception, promotion, and customer satisfaction do not significantly influence purchase intention for Honda electric motorcycles; Product quality, price perception, and promotion do not significantly influence purchase intention for Honda electric motorcycles through customer satisfaction

- Ha : Product quality, price perception and promotion significantly influences customer satisfaction of Honda electric motorcycles; Product quality, price perception, promotion and customer satisfaction significantly influences purchase intention for Honda electric motorcycles; Product quality, price perception and promotion significantly influences purchase intention for Honda electric motorcycles through customer satisfaction.

3 Methods

This study applied a quantitative-causal research design to examine the influence of product quality, price perception, and promotion on purchase intention, with customer satisfaction as a mediating variable. Quantitative research is appropriate because it enables systematic measurement of consumer attitudes and behaviors using numerical data, which can then be statistically analyzed. The causal design was selected because the purpose of this study was not only to measure correlations but also to assess the direction and strength of cause-and-effect relationships among variables.

3.1 Research Context

The study was conducted at PT. Sabena Honda, an authorized Honda motorcycle dealership located in Banda Aceh, Indonesia. The dealership was selected because it is actively involved in selling Honda's conventional and electric motorcycles, thereby providing access to a relevant customer base. Data collection was carried out between January and July 2025, aligning with customer engagement cycles and ensuring that responses reflected recent consumer experiences. Focusing on a dealership setting enabled the study to capture the perspectives of actual buyers rather than general consumers, thereby increasing the validity and applicability of the findings.

3.2 Population and Sampling

The population of this study comprised all customers who purchased Honda PCX and ADV motorcycles at PT. Sabena Honda between July and December 2024, totaling 137 individuals. This population was selected for two reasons. First, these models fall within the IDR 40–60 million price range, which reflects the purchasing power of potential buyers of Honda electric motorcycles. Second, restricting the population ensured relevance and consistency in responses, as these customers had recently completed a significant purchase decision.

The sample size was calculated using Slovin's formula, which provides a practical way to determine representative samples while controlling for error tolerance. Using this formula, with an allowable margin of error, the required sample

was 103 respondents. An additional 30 respondents outside the main sample were recruited for pilot testing to evaluate the validity and reliability of the survey instrument. This ensured that the final questionnaire was both accurate and reliable before distribution to the main sample.

To increase representativeness, the study employed proportionate stratified random sampling. This method divides the population into strata based on product type (Honda PCX vs. ADV) and selects respondents proportionally from each group. From the total of 137 customers, 121 were PCX buyers and 16 were ADV buyers. Accordingly, 91 respondents were sampled from the PCX group and 12 from the ADV group. This approach reduces sampling bias, ensures that smaller subgroups are not overlooked, and enhances the generalizability of results to the entire customer population.

3.3 Data Collection

Two types of data sources were utilized: primary data and secondary data.

- Primary data were collected directly from respondents using a structured questionnaire. The questionnaire contained close-ended questions designed to capture perceptions of product quality, price perception, promotion, customer satisfaction, and purchase intention. Respondents indicated their level of agreement with each item using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).
- Secondary data were obtained from company records, organizational profiles, and published literature. These materials provided contextual information about PT. Sabena Honda and helped triangulate the findings.

The questionnaire was distributed directly to customers after their purchase and, in some cases, through follow-up contact. To enhance reliability, the instrument underwent pre-testing with 30 respondents outside the main sample. Feedback from this pre-test was used to refine wording and ensure clarity, minimizing the risk of misinterpretation.

Measurement of Variables Each construct was operationalized based on established definitions and validated scales from prior literature, ensuring both content validity and comparability with earlier studies.

- Product Quality (X_1): Defined as a product's ability to meet or exceed expectations in terms of function, performance, and satisfaction. Indicators included performance, features, reliability, durability, aesthetics, and perceived quality [9]
- Price Perception (X_2): Defined as consumer evaluation of price fairness, affordability, and value for money. Indicators included price affordability, price-quality alignment, price comparison with competitors, and price-benefit fairness [13]

- Promotion (X_3): Defined as marketing efforts aimed at stimulating purchases and creating a positive brand image. Indicators included advertising, sales promotion (discounts, gifts), personal selling, and direct marketing [8]
- Customer Satisfaction (Z): Defined as the degree of emotional response after comparing actual product performance to expectations. Indicators included satisfaction with product quality, price, service and facilities, delivery timeliness, and communication [12]
- Purchase Intention (Y): Defined as readiness to buy based on well-considered needs and desires. Indicators included desire to buy, willingness to own, likelihood of purchase in the near future, and willingness to recommend the product [14]

Using these standardized measures increased construct validity and allowed the study to build upon established theoretical foundations.

3.4 Data Analysis

Data analysis was conducted using IBM SPSS Statistics version 31. The analytical procedure included several steps:

1. Instrument Testing:

- Validity tests were conducted using Pearson's Product Moment correlation, comparing item scores to total scores. Items with correlation coefficients exceeding the critical r -value were considered valid.
- Reliability tests were conducted using Cronbach's Alpha. Variables with Alpha values greater than 0.70 were deemed reliable, indicating internal consistency.

2. Classical Assumption Tests: To ensure the suitability of regression analysis, classical assumption tests were performed:

- Normality test using the Kolmogorov–Smirnov method to verify that residuals followed a normal distribution.
- Multicollinearity test using Variance Inflation Factor (VIF) and Tolerance values to detect correlation among independent variables (acceptable criteria: $VIF < 10$, $Tolerance > 0.10$).
- Heteroscedasticity test using scatterplots and the Glejser test to confirm that residuals had constant variance.

3. Path Analysis: The main statistical technique employed was path analysis, an extension of multiple regression. This method was chosen because it allows simultaneous testing of direct and indirect effects, making it suitable for mediation models. Path coefficients were estimated to assess the strength and significance of hypothesized relationships.

4. Mediation Testing: Mediation effects were evaluated using the Sobel test, which calculates the significance of indirect effects by considering regression coefficients and standard errors from independent-to-mediator and mediator-to-dependent paths. This provided rigorous testing of whether customer satisfaction significantly mediated the relationships between product quality, price perception, promotion, and purchase intention.

5. **Model Evaluation:** The explanatory power of the model was assessed using the Adjusted R^2 statistic, which accounts for the number of predictors and sample size. A higher Adjusted R^2 indicates that the model explains a greater proportion of variance in the dependent variable, supporting its robustness.

4 Results

4.1 Respondent Profile

A total of 103 respondents participated in the study, representing consumers of PT. Sabena Honda. Table 1 summarizes respondent characteristics. The majority were aged 31–40 years (34.9%), followed by 26–30 years (19.4%) and 41–50 years (17.5%). Only 3.9% were aged above 51 years, reflecting a sample largely composed of younger to middle-aged adults with stable purchasing power. In terms of gender, 67% were male and 33% female, indicating men's higher propensity to adopt new motorcycle technologies. Educational attainment was relatively high, with 45.6% holding a bachelor's degree, 40.8% secondary school graduates, and 13.6% diploma holders. Occupationally, 27.2% were government employees, 21.4% entrepreneurs or traders, and 17.5% private employees, while smaller proportions were farmers, students, and homemakers. Daily mobility patterns showed that 90.3% relied on motorcycles as their primary transportation, consistent with Indonesia's motorcycle-oriented mobility culture. Awareness levels were also high, with 99% already familiar with Honda's electric motorcycle products.

4.2 Descriptive Statistics

Descriptive analysis was conducted on all variables using mean scores, standard deviations, and Likert-scale categorizations.

- **Product Quality (X_1):** Across 12 items, the grand mean score was 4.06, categorized as “good.” Respondents particularly valued daily mobility features ($M = 4.25$) and high durability and comfort ($M = 4.28$), while some uncertainty remained regarding long-term lifespan ($M = 4.04$).
- **Price Perception (X_2):** Based on 12 items, the overall mean was 3.77, also in the “good” range. While consumers perceived ease of maintenance benefits positively ($M = 3.86$), installment affordability ($M = 3.61$) was rated lower, reflecting sensitivity to initial purchase schemes.
- **Promotion (X_3):** With 12 items, the grand mean reached 4.08. Promotional activities, such as bundled free chargers ($M = 4.20$), were especially well-received, whereas direct online messages had slightly weaker effects ($M = 3.93$).
- **Customer Satisfaction (Z):** Spanning 14 items, the mean score was 4.20, indicating strong satisfaction overall. High satisfaction was recorded for showroom cleanliness ($M = 4.31$) and delivery timeliness ($M = 4.27$).

Table 1. Respondent Profile

Category	Description	Frequency (%)
Age	18–25 years	24.3
	26–30 years	19.4
	31–40 years	34.9
	41–50 years	17.5
	>51 years	3.9
Sex	Male	67.0
	Female	33.0
Education	High School	40.8
	Diploma	13.6
	Bachelor Degree	45.6
Occupation	Government Employee	27.2
	Entrepreneur/Trader	21.4
	Private Employee	17.5
	Other Occupations	33.9
Transportation	Motorcycle as main transport	90.3
	Car/Other	9.7
Awareness of Honda EV	Already know	99.0
	Not yet know	1.0

- **Purchase Intention (Y):** The 12 items yielded a mean of 4.06. Intention to recommend ($M = 4.24$) and willingness to post reviews ($M = 4.28$) scored highest, while near-term purchase plans within 6–12 months ($M = 3.82$) showed greater variability.

Table 2. Descriptive Statistics of Variables

Variable	Mean	Average Std. Deviation	Interpretation
Product Quality (X_1)	4.06	0.733	Good
Price Perception (X_2)	3.77	0.634	Good
Promotion (X_3)	4.08	0.723	Good
Customer Satisfaction (Z)	4.20	0.717	High Satisfaction
Purchase Intention (Y)	4.06	0.675	Good

4.3 Instrument Testing

Validity testing using Pearson’s Product Moment correlation confirmed that all items for each variable had corrected item–total correlations greater than the critical r-value (0.361). Hence, all questionnaire items were declared valid.

Reliability testing with Cronbach's Alpha indicated that all constructs exceeded the 0.70 threshold, demonstrating internal consistency and reliability.

Table 3. Validity and Reliability Results

Variable	No. of Items	r-count Range	r-table ($\alpha = 0.05$)	Cronbach's Alpha	Result
Product Quality (X_1)	12	0.585 – 0.866	0.361	0.923	Valid & Reliable
Price Perception (X_2)	12	0.538 – 0.838	0.361	0.912	Valid & Reliable
Promotion (X_3)	12	0.538 – 0.874	0.361	0.911	Valid & Reliable
Customer Satisfaction (Z)	14	0.423 – 0.792	0.361	0.903	Valid & Reliable
Purchase Intention (Y)	12	0.616 – 0.890	0.361	0.937	Valid & Reliable

4.4 Classical Assumption Tests

Regression assumptions were verified. The Kolmogorov–Smirnov test confirmed normality ($p > 0.05$). Multicollinearity diagnostics showed Tolerance > 0.10 and VIF < 10 for all predictors, indicating no multicollinearity. Heteroskedasticity was absent as shown by scatterplots and Glejser test results ($p > 0.05$).

Table 4. Classical Assumption Test Results

Test	Criteria	Result
Normality	Kolmogorov–Smirnov $p > 0.05$; data follow diagonal line	Residuals normally distributed (assumption met)
Multicollinearity	Tolerance > 0.10 ; VIF < 10	No multicollinearity detected (assumption met)
Heteroskedasticity	Scatterplot random; Glejser $p > 0.05$	No heteroskedasticity detected (assumption met)

4.5 Path Analysis

Path analysis tested direct relationships. Results showed significant effects of product quality and promotion on customer satisfaction, while price perception was not significant. Regarding purchase intention, product quality, promotion, and customer satisfaction significantly influenced outcomes, but price perception again showed no effect.

Table 5. Path Analysis Results

Hypothesis	Beta Coefficient	p-value	Result
H1: Product Quality $\rightarrow$ Customer Satisfaction	0.522	< 0.05	Supported
H2: Price Perception $\rightarrow$ Customer Satisfaction	0.011 (ns)	> 0.05	Not Supported
H3: Promotion $\rightarrow$ Customer Satisfaction	0.275*	< 0.05	Supported
H4: Product Quality $\rightarrow$ Purchase Intention	0.372*	< 0.05	Supported
H5: Price Perception $\rightarrow$ Purchase Intention	0.044 (ns)	> 0.05	Not Supported
H6: Promotion $\rightarrow$ Purchase Intention	0.216*	< 0.05	Supported
H7: Customer Satisfaction $\rightarrow$ Purchase Intention	0.357*	< 0.05	Supported

Note: ns = not significant

4.6 Mediation Testing

The Sobel test assessed indirect effects. Customer satisfaction significantly mediated the effects of product quality, price perception and promotion on purchase intention.

Table 6. Mediation Testing Results (Sobel Test)

Indirect Effect	Sobel <i>z</i> -value	Result
Product Quality → Purchase Intention via Satisfaction	4.90	Mediated
Price Perception → Purchase Intention via Satisfaction	4.60	Mediated
Promotion → Purchase Intention via Satisfaction	5.38	Mediated

4.7 Model Evaluation

Model fit was assessed with the Adjusted R^2 statistic. The predictors explained 53.2% of variance in customer satisfaction and 72.1% of variance in purchase intention. These values exceed the conventional 0.50 threshold, indicating strong explanatory power for behavioral studies.

Table 7. Model Evaluation (Adjusted R^2)

Dependent Variable	Adjusted R^2	Interpretation
Customer Satisfaction (Z)	0.532	Model explains 53.2% of variance
Purchase Intention (Y)	0.721	Model explains 72.1% of variance

5 Discussion

H1: Product Quality → Customer Satisfaction

The analysis confirmed that product quality significantly improves customer satisfaction. This result suggests that advanced battery technology, ergonomic design, functional features, and safety innovations foster trust and positive experiences, thereby enhancing satisfaction. These findings support previous research, which emphasized the central role of perceived quality in satisfaction.

H2: Price Perception → Customer Satisfaction

H2 was not supported, as price perception had no significant effect on satisfaction. Although price perception showed a positive direction, its coefficient was minimal, suggesting that satisfaction is shaped more by value received than by

cost considerations. Customers in this study, already owners of premium Honda models, appeared less sensitive to price. This diverges from research by [21], where price perception was significant, but it aligns with the notion that in higher-end segments, quality and trust outweigh price.

H3: Promotion → Customer Satisfaction

Promotion was shown to positively and significantly influence satisfaction. Effective campaigns—such as product information, test-ride experiences, warranty guarantees, and personalized services—strengthened customer perceptions of value. This aligns with studies, which found that promotions create positive emotional experiences and enhance satisfaction.

H4: Product Quality → Purchase Intention

H4 was supported, with product quality emerging as a key determinant of purchase intention. When customers perceive products as durable, reliable, and high-performing, they are more inclined to purchase. This finding reinforces Zeithaml's concept of perceived quality and Oliver's satisfaction–loyalty theory, both of which link high quality with greater purchase intention.

H5: Price Perception → Purchase Intention

Contrary to expectations, H5 was not supported. Price perception did not significantly affect purchase intention. The trust theory explains that strong brand trust diminishes the role of price in decision-making. Similarly, Festinger's social comparison theory suggests that customers focus more on relative quality and value rather than absolute price. These findings mirror results, who also found price perception non-significant.

H6: Promotion → Purchase Intention

Promotion significantly influenced purchase intention, supporting H6. Activities such as attractive discounts, free chargers, and service benefits encouraged customers to purchase. This result is consistent with Schiffman and Kanuk's view that promotions shape perceptions of price, quality, and benefits, thereby influencing purchase decisions.

H7: Customer Satisfaction → Purchase Intention

Customer satisfaction was confirmed as a strong predictor of purchase intention, consistent with. Satisfaction derived from product performance, environmental benefits, and service quality motivated customers not only to purchase but also to recommend products. This result aligns with.

H8: Product Quality → Purchase Intention via Satisfaction

The mediation analysis confirmed that satisfaction significantly mediates the effect of product quality on purchase intention. While product quality directly contributes to intention, the indirect effect through satisfaction further strengthens this relationship. Sobel test results ($z = 4.90$) provided strong evidence of mediation, supporting earlier findings.

H9: Price Perception → Purchase Intention via Satisfaction

Interestingly, Sobel test results ($z = 4.60$) indicated that satisfaction significantly mediated the effect of price perception on purchase intention, even though the direct effect was weak. This suggests that while price alone is not decisive, it may influence intention indirectly when satisfaction is factored in. This result is consistent with, who found mediation effects of satisfaction in price-related decisions.

H10: Promotion → Purchase Intention via Satisfaction

Finally, satisfaction significantly mediated the effect of promotion on purchase intention ($z = 5.38$). This implies that promotional activities do not just directly increase intention, but also generate satisfaction that reinforces purchasing behavior. While found no mediating effect in the telecommunications sector, the tangible and experiential nature of motorcycles may explain why mediation is significant in this study.

6 Conclusion

The results of this study indicate that product quality and promotion of Honda electric motorcycles have a significant influence on customer satisfaction at PT. Sabena Honda, while price perception shows no meaningful effect. Furthermore, product quality, promotion, and customer satisfaction are found to significantly influence purchase intention, whereas price perception again demonstrates no significant impact. The findings also reveal that product quality, price perception, and promotion each affect purchase intention through customer satisfaction as a mediating variable. Thus, this study highlights the importance of enhancing product quality, implementing effective promotional strategies, and strengthening customer satisfaction to increase consumers' purchase intention toward Honda electric motorcycles.

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