Formulating Value Configurations to Address the Fragmented Scooter Market

Intan Hairunnisa[1], Waskito Mustaqim[2] and Siti Yasmina Zubaedah[3*]

[1,2,3] Universitas Bunda Mulia, Indonesia
szubaedah@bundamulia.ac.id

Abstract. Considering the plethora of makes and models for automatic transmission (AT) scooters, Indonesian consumers are privileged with a wide selection of products. However, certain scooter models, such as the Honda Beat and PCX, which were initially launched over fifteen years ago, are still extremely popular, suggesting that a certain set of values offered by these two models remains relevant to this day. This research was designed to investigate the offering configurations that would lead to a consistently high number of purchases. Specifically, this study aims to investigate the intensity of the selected variables attributed to value offerings, namely Product Quality, Services, Price, and Sales Promotion, on the Purchase Decisions of Honda Beat and PCX. Using a quantitative research design, data collected from 333 customers who had already purchased these models were analyzed using SEM-PLS to examine the intensity of each attribute affecting consumers' purchase decisions, and the role of Sales Promotion as a mediator. The results indicate that different scooters require distinct offering configurations to appeal to the customers. There appears to be a set of attributes making up attractive offerings for different segments, leading to a highly fragmented scooter market. The study is expected to contribute both theoretically, by extending the marketing mix–purchase decision framework, and practically, by providing strategic insights for Honda's differentiated marketing strategies in Indonesia. More importantly, this study provides guidance for effective marketing programs to improve sales of the less popular models by offering the right value for a designated set of buyers.

Keywords: Product Quality, Services, Price, Sales Promotion, Purchase Decision, Value Offering.

1 Introduction

The motorcycle industry in Indonesia has long been an essential component of national mobility and economic growth. For millions of Indonesians, motorcycles represent not only an affordable means of transportation but also a vital solution to urban congestion and limited public transport infrastructure [1]. According to the Asosiasi Industri Sepeda Motor Indonesia (AISI), national motorcycle sales reached 6,333,310 units in 2024, positioning Indonesia among the largest motorcycle markets in the world [2].

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Within this vast market, Honda, through PT Astra Honda Motor (AHM), maintained a dominant position with a market share of approximately 78% in 2023, reflecting its strong leadership and enduring brand equity in Indonesia's highly competitive motorcycle industry [3]. Considering the plethora of makes and models for automatic transmission (AT) scooters, Indonesian consumers are privileged with a wide selection of products.

The Indonesian motorcycle market has evolved into an increasingly dynamic environment, characterized by intense competition among domestic and international manufacturers. Major Japanese brands such as Yamaha and Suzuki continue to hold substantial market shares, with 2024 data showing that Honda controlled 77.98% and Yamaha approximately 21.15% of the national market [4]. This distribution underscores Honda's continued dominance while highlighting the competitive balance that defines the two-wheeler industry in Indonesia.

Table 1. Motorcycle Sales Data based on the Indonesian Motorcycle Industry Association (AISI) in 2024

Manufacturer	Sold (Unit)	Percentage (%)
Honda	4,938,888 Units	77,98%
Yamaha	1,339,780 Units	21,15%
Kawasaki	14,305 Units	0,23%
Others	40,337 Units	0,64%
Total	6,333,310 Units	100%

Despite Honda's dominance, the competitive landscape continues to shift. In recent years, several Chinese motorcycle manufacturers have officially entered Indonesia, introducing models across various segments from scooters to cruisers while emphasizing competitive pricing and modern technology. For instance, QJMotor announced the launch of four new motorcycle models in 2024, signaling the intensification of market competition [5].

Interestingly, even amid this influx of new entrants, certain Honda models have retained exceptional popularity. In West Java, for example, the Honda BeAT remains the most-sold scooter model, illustrating its strong resonance with regional consumers[6]. Similarly, during the 2023 Gaikindo Indonesia International Auto Show (GIIAS), the Honda PCX 160 emerged as the most-ordered Honda motorcycle, underscoring its sustained consumer appeal and the enduring strength of the Honda brand [7].

Automatic transmission (AT) scooters have emerged as the backbone of the motorcycle industry in Indonesia. Consumers increasingly prefer AT scooters for their practicality, ease of use, and fuel efficiency, which fit the needs of urban commuters. The AT segment can generally be divided into two categories: small-displacement scooters (110–125 cc) and large or premium scooters (150 cc and above). Small AT scooters such as the Honda Beat and Scoopy are popular among price-sensitive consumers who value affordability and practicality. On the other hand, large or premium AT scooters such as the Honda PCX and ADV are chosen by consumers who prioritize comfort, design, advanced features, and better after-sales service. Both segments are strategically important for Honda and play a significant role in sustaining its market leadership.

However, certain scooter models, such as the Honda Beat and PCX, which were initially launched over fifteen years ago, are still extremely popular, suggesting that a certain set of values offered by these two models remains relevant to this day. These patterns suggest that beyond traditional marketing variables, there exists a unique value configuration consisting of a combination of tangible and intangible attributes such as product quality, price, service, and promotional strength that continues to shape consumer loyalty in the scooter market. As the industry becomes more fragmented, understanding these value configurations is crucial for identifying the specific factors that maintain high purchase frequency across diverse consumer segments [8] [9] [10].

Building upon this premise, the present research seeks to formulate and empirically analyze the value configurations that underpin purchase decisions for Honda's automatic scooters, specifically the BeAT and PCX. This research was designed to investigate the offering configurations that would lead to a consistently high number of purchases. Specifically, this study aims to investigate the intensity of the selected variables attributed to value offerings, namely Product Quality, Services, Price, and Sales Promotion, on the Purchase Decisions of Honda Beat and PCX. Using a quantitative research design, data collected from 333 customers who had already purchased these models were analyzed using SEM-PLS to examine the intensity of each attribute affecting consumers' purchase decisions, and the role of Sales Promotion as a mediator.

Theoretically, this research aims to extend the marketing mix–purchase decision framework by conceptualizing value configuration as an integrative lens to capture the fragmented dynamics of the scooter market. Practically, the findings are expected to assist Honda and other motorcycle manufacturers in formulating differentiated marketing strategies that effectively target distinct consumer segments across Indonesia.

2 Literature Review

2.1 Theoretical Background

Consumer purchasing behavior is a psychological and social process in which individuals recognize needs, evaluate alternatives, and make purchase decisions based on perceived value [11]. These decisions are influenced by both tangible factors such as product quality and price, and intangible factors such as service quality and promotion.

In Indonesia's motorcycle market, [8] found that brand image, product quality, promotion, and purchasing systems significantly influence consumers' purchasing decisions for Honda automatic motorcycles. This finding indicates that product attributes and promotional effectiveness are critical determinants of consumer choice. Similarly, Purba et al. [9] reported that high product and service quality enhance consumer trust and decision-making, while Arsta and Respati [10] demonstrated that well-designed promotional strategies aligned with consumer expectations can effectively increase purchase intentions.

These findings are consistent with Kotler and Keller's marketing mix theory [12], which posits that consumer value is created through the optimal integration of product, price, place, and promotion. Consequently, a well-balanced configuration of product

quality, service, price, and promotion is essential to maintain consumer engagement and strengthen purchasing behavior in Indonesia's fragmented scooter market.

2.2 Product Quality

Product quality refers to a product's ability to meet consumer expectations by offering durability, reliability, and consistent performance aligned with customer needs [4]. Specifically, [4] found that product quality has a positive and significant influence on purchasing decisions, as consumers tend to prefer products with superior performance and minimal defects. In the context of motorcycles, these dimensions are reflected in aspects such as engine reliability, ergonomic design, and material durability, which collectively create a sense of trust and satisfaction toward the product.

From a managerial perspective, maintaining superior product quality not only enhances consumer satisfaction but also strengthens brand reputation in the long term [12]. According to Wilson [13], product quality remains one of the most critical factors influencing consumer satisfaction and loyalty, as it directly affects the perceived fairness of price and the likelihood of repurchase.

2.3 Service Quality

Service quality refers to a company's ability to provide services that meet or exceed customer expectations through employee performance, responsiveness, and the adequacy of supporting facilities [9]. Low-quality service, such as unresponsive employees, lack of attention to complaints, or inadequate physical facilities, can reduce purchase intentions and increase customer switching behavior. According to Tjiptono [14], service quality comprises five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions have been widely adopted in consumer behavior studies across service and retail industries to measure customer perceptions and satisfaction. On the other hand, Halim and Sugiyanto [15] emphasized that consistent service excellence—both in digital and physical touchpoints—plays a strategic role in sustaining customer loyalty and satisfaction, particularly, in highly competitive markets such as retail and automotive sectors.

2.4 Price

Price is one of the most influential elements shaping consumer purchase decisions, particularly in emerging markets where purchasing power and price sensitivity vary significantly [11]. Kotler and Armstrong [11] define price as the amount of money charged for a product or service, or the total value that consumers exchange for the benefits of owning or using the product. Price perception is influenced by affordability, competitiveness, and fairness relative to perceived quality and benefits. When consumers believe that a price accurately represents product value, they are more likely to consider the purchase fair, satisfactory, and worth repeating [13]. From a managerial perspective, appropriate pricing strategies help firms maintain competitiveness while reinforcing consumer trust and long-term loyalty.

2.5 Sales Promotion

Sales promotion is a short-term marketing activity designed to stimulate consumer interest, encourage product trials, and accelerate purchase decisions by offering additional value or incentives [12] [10]. Typically involves tactics such as discounts, vouchers, limited-time offers, or bundled packages, sales promotions are designed to create a sense of urgency and attract immediate buying responses. According to Kotler and Keller [12], sales promotion serves as one of the most effective elements of the marketing mix for generating short-term sales and influencing consumer purchasing behavior. Well-executed promotions can help companies differentiate their products, strengthen consumer recall, and encourage repeat purchases.

Empirical findings from Arsta and Respati [10] showed that sales promotion has a positive and significant effect on purchase decisions. Their study demonstrated that an attractive, consistent, and well-targeted promotion can increase consumer confidence and enhance brand image, which ultimately leads to higher purchase intentions. Similarly, Hooda and Aggarwal [16] emphasized that digital-based promotional efforts allow companies to reach wider audiences and engage consumers more effectively through interactive platforms.

2.6 Purchase Decision

A purchase decision is a psychological process in which consumers select a product after evaluating multiple alternatives based on available information, perceived value, and satisfaction expectations[11] . According to Kotler and Keller, the purchase decision process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation[17].

Empirical evidence from Onigbinde and Odunlami [18] confirms that sales promotion, advertising, and brand image significantly influence consumer purchase decisions. Their findings indicate that marketing communication plays a key role in guiding consumers from awareness to final purchase. In the context of the motorcycle market, consumers evaluate product quality, brand reputation, price fairness, and promotional appeal before deciding to buy [4]. This aligns with the view that satisfaction derived from previous purchases strengthens repurchase and word-of-mouth intentions.

Furthermore, Sianturi and Sugiyanto [19] from Universitas Bunda Mulia argue that modern purchasing behavior is increasingly shaped by digital content, social media interactions, and influencer endorsements. These factors expand consumers' access to information and enhance decision-making confidence.

3 Methodology

This study employs a quantitative causal research design to examine the influence of Product Quality, Service Quality, Price, and Sales Promotion on Purchase Decision, with Sales Promotion as a mediating variable. A structured Google Form (GForm) survey was distributed via WhatsApp and Astra Honda Motor (AHM) communities to reach consumers who had purchased Honda BeAT or Honda PCX motorcycles. This

method effectively captured respondent characteristics and behavioral perceptions. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4, chosen for its suitability in handling latent constructs, non-normal data, and predictive modeling.

3.1 Data Collection

The study population consisted of consumers who had purchased Honda BeAT and PCX motorcycles in Indonesia. Respondents were selected using purposive sampling, targeting those with actual purchasing experience to ensure data relevance. A total of 333 valid responses were collected via online distribution. The sample size meets the minimum requirement for SEM-PLS analysis as suggested by Hair et al. [20] , which recommends at least ten times the number of indicators in the most complex construct.

Data collection was conducted through a structured questionnaire comprising demographic questions and statements measuring five latent constructs: Product Quality, Service Quality, Price, Sales Promotion, and Purchase Decision, adapted from prior validated studies. All indicators were rated on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Based on the theoretical review and empirical findings discussed earlier, this study conceptualizes that Product Quality, Service Quality, Price, and Sales Promotion influence Purchase Decisions, with Sales Promotion acting as a mediating variable. The framework follows the marketing mix theory, which explains that consumer evaluations are shaped by perceived value derived from product, service, price, and promotional factors [11] [12].

3.2 Conceptual Framework and Hypotheses

Each construct was operationalized using multiple indicators derived from previous literature. Product Quality was measured by durability, reliability, ease of use, and freedom from defects [10] [13]. Service Quality included reliability, responsiveness, assurance, empathy, and tangibles [14], [15]. Price was assessed based on affordability, competitiveness, fairness, and value-for-quality [11] [13]. Sales Promotion covered promotion quality, quantity, duration, and accuracy of objectives [10] [18]. Purchase Decision comprised problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior[17] [21] [18]. All constructs were modeled as reflective latent variables to test reliability and validity within the SEM-PLS framework. The research framework is presented in Fig 1.

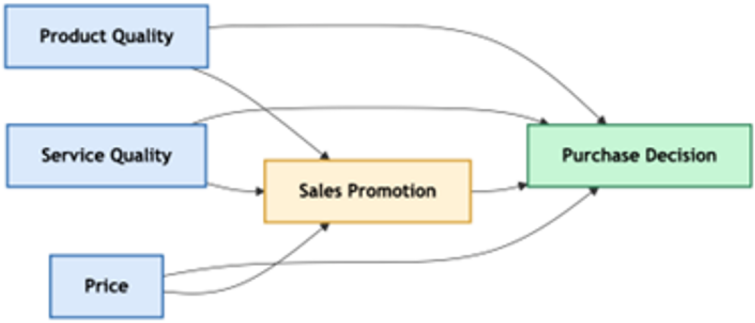

Fig. 1. Conceptual Framework of the Study. This framework is adapted from previous literature, illustrating the relationships between Product Quality, Service Quality, Price, and Purchase Decision, with Sales Promotion serving as a mediating variable.

Product Quality and Purchase Decision. Product quality is a key determinant of consumer purchase behavior. High-quality products increase satisfaction and strengthen purchase intentions [4] [13]. Empirical evidence from Zahara et al. [4] and Wilson [13] shows that product durability, reliability, and performance have significant effects on consumers' purchasing decisions.

H1: Product Quality positively affect Purchase Decision.

Service Quality and Purchase Decision. Service quality builds consumer trust and satisfaction, which in turn influence their decision to purchase. According to Tjiptono [14] and Halim and Sugiyanto [15] service dimensions such as responsiveness, empathy, and reliability positively impact consumer evaluations, especially in competitive service environments.

H2: Service Quality positively affect Purchase Decision.

Price and Purchase Decision. Price fairness and affordability are crucial in shaping consumer purchase behavior. When consumers perceive that price is aligned with product quality and benefits, purchase intentions increase [11] [13] [19]. Sianturi and Sugiyanto [19] also found that transparent and reasonable pricing enhances consumer confidence and purchase decisions.

H3: Price positively affects Purchase Decision.

Sales Promotion and Purchase Decision. Sales promotion directly stimulates consumer purchasing intentions by providing incentives and added value [12] [10] [18]. Findings from Arsta and Respati [10] and Onigbinde and Odunlami [18] confirm that the intensity, quality, and timing of promotional activities significantly influence consumer buying behavior.

H4: Sales Promotion positively affects Purchase Decision.

Sales Promotion as a Mediating Variable. Sales promotion strengthens the effects of Product Quality, Service Quality, and Price on Purchase Decision by increasing consumer awareness, enhancing perceived value, and improving purchase readiness. Prior studies by Arsta and Respati [10] and Onigbinde and Odunlami [18] demonstrate that promotional strategies can mediate the relationship between key marketing mix elements and consumer purchase behavior. Accordingly, this study conceptualizes three distinct mediation pathways:

H5: Sales Promotion mediates the relationship between Product Quality and Purchase Decision.

H6: Sales Promotion mediates the relationship between Service Quality and Purchase Decision.

H7: Sales Promotion mediates the relationship between Price and Purchase Decision.

4 Results and Discussion

Using Smart-PLS 4.0, the data collected was analyzed in two steps. The first analysis is on the Outer Model to test for reliability and validity using factor loadings, Composite Reliability (CR), Average Variance Extracted (AVE), and Cronbach's Alpha, which was subsequently followed with the inner model evaluation using path coefficients, R^2, and f^2. Through bootstrapping, the final step focused on assessing the significance of direct and indirect effects, including the mediating role of Sales Promotion. The structural model for the Smart-PLS analyses is presented in Fig 2.

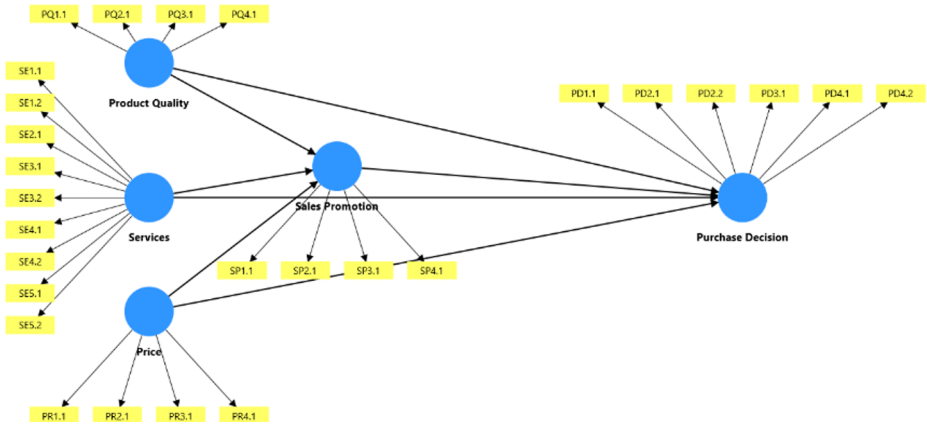

Fig. 2. Structural Model of the Study

4.1 Respondent Profile

A total of 333 valid responses were obtained from consumers who had purchased either Honda BeAT or Honda PCX motorcycles. In particular, 127 and 206 respondents for

BeAT and PCX, respectively. The respondents' demographics for each model is presented in Table 2.

Table 2. Respondent Demographic Profile by Motorcycle Model

Characteristic	Honda BeAT	Honda PCX
Number of Respondents	127	206
Gender	100 Male (78.7%) 27 Female (21.3%)	182 Male (88.3%) 24 Female (11.7%)
Education Level	High School: 72 Middle School: 14 Diploma: 12 Bachelor's: 28 Post-Graduate: 1	High School: 97 Middle School: 5 Diploma: 24 Bachelor's: 74 Post-Graduate: 6
Occupation	Employees: 66 Entrepreneur: 31 Civil Servant: 3 Students: 10 Online Drivers: 7 Homemaker: 3 Labor: 4	Employees: 116 Entrepreneurs: 50 Civil Servant: 21 Contracted: 3 Students: 3 Homemaker: 2 Driver: 1
Preferred Promotion Type	Discount, Cashback, Payment Programs	Special Gift, Free Service, Extended Warranty
Consumer Segment Insight	Entry-level market, highly price-sensitive, promotions emphasizing savings strongly influence purchasing decisions	Upper-middle segment, less price-sensitive, emphasizes brand image and service quality; promotions perceived as added value or prestige

The demographic analysis highlights two distinct consumer profiles. First, the Honda BeAT buyers are younger and more price-sensitive, dominated by corporate workers and small business owners. Their purchase motivation is primarily financial savings, with a strong response to discount-based promotions such as cashback and installment offers. This group represents the entry-level scooter segment that values affordability and practicality. The Honda PCX buyers, on the other hand, belong to a higher-income, middle-upper segment, typically aged 30 and above, with more than 60% of them having undergraduate or postgraduate degrees. They are less influenced by price but more responsive to premium promotional attributes such as free maintenance services, insurance packages, and special gifts that enhance perceived brand prestige and product value.

Furthermore, the domicile data show that the majority of respondents are concentrated in West Java, Jakarta, and Central Java, with smaller proportions from Banten, Yogyakarta, and Sumatra regions. This geographic pattern aligns with Honda's sales distribution nationally, where these provinces represent the largest consumer bases and key marketing regions for both the BeAT and PCX product lines. This segmentation

confirms that while both groups are influenced by sales promotion, the underlying psychological triggers differ. While Honda BeAT consumers associate promotion with financial benefit, Honda PCX consumers interpret it as added value and prestige enhancement.

4.2 Measurement Model

As prescribed by Hair, et. al. [22], outer loadings should be between 0.4-0.7, with acceptable AVE, Composite Reliability amd Cornbachs Alpha, which are all greater than 0.5. As presented in Table 3, the SmartPLS output showed that all indicators are credible, valid and provide good measurements for the variables under investigation.

Table 3. Measurement Model Evaluation: Product Quality

Indicators	BeAT				PCX			
	Outer Loading	Cronbachs Alpha	Composite Reliability	AVE	Outer Loading	Cronbachs Alpha	Composite Reliability	AVE
Product Quality								
PQ1. Durability	0.927	0.926	0.947	0.819	0.895	0.870	0.871	0.721
PQ2. Reliability	0.902				0.874			
PQ3. Ease of Use	0.876				0.773			
PQ4. Free from defects	0.913				0.849			
Services								
SE1.1 Reliability	0.912	0.980	0.982	0.861	0.897	0.963	0.963	0.771
SE1.2 Reliability	0.943				0.905			
SE2.1 Responsiveness	0.944				0.910			
SE3.1 Assurance	0.938				0.896			
SE3.2 Assurance	0.942				0.887			
SE4.1 Empathy	0.936				0.882			
SE4.2 Empathy	0.928				0.870			
SE5.1 Tangibles	0.884				0.819			
SE5.2 Tangibles	0.923				0.836			
Price								
PR1.1 Price affordability	0.921	0.942	0.959	0.852	0.840	0.896	0.912	0.762
PR2.1 Price competitiveness	0.901				0.818			
PR3.1 Price-Product Quality	0.951				0.913			

Indicators	BeAT				PCX			
	Outer Loading	Cronbachs Alpha	Composite Reliability	AVE	Outer Loading	Cronbachs Alpha	Composite Reliability	AVE
PR4.1 Price-Product Quality	0.919				0.916			
Sales Promotion								
SP1.1 Quality	0.935	0.942	0.959	0.852	0.945	0.965	0.965	0.904
SP2.1 Quantity	0.952				0.958			
SP3.1 Time	0.965				0.962			
SP4.1 Accuracy stability	0.954				0.939			
Purchase Decision								
PD1.1 Problem recognition	0.860	0.927	0.943	0.734	0.816	0.888	0.892	0.644
PD2.1 Info search	0.832				0.801			
PD2.2 Info search	0.78				0.713			
PD3.1 Alternative Evaluati	0.815				0.735			
PD4.1 Deciding to Buy	0.927				0.861			
PD4.1 Post-purchase evaluation	0.917				0.874			

A closer observation of the outer model provided deeper insights. Product Quality indicators with the highest outer loadings for both for BeAT and PCX models are Durability and Free from defects, which demonstrate the perceived good product quality for Honda-made scooters. Similarly for Services, both BeAT and PCX users perceive positively toward Reliability and Responsiveness, indicating similarly good perceptions toward the services provided by Honda. However, BeAT users appear to perceive overall Services as more positively considering the higher outer loadings compared with the responses from PCX users. In congruence with BeAT users' perceptions on the Product Quality and Services, Price is also considered to be in accordance with the product value offered by the model. Reflected in the highest outer loadings being the Price-Product Quality Compatibility attributes, users tend to view the price of both BeAT and PCX models matched with the value perceived. Referring back to the respondents' profile showing distinct market segments for BeAT and PCX, fairly higher outer loadings for BeAT compared with PCX indicators confirmed the more price-conscious buyers.

The next portion of the measurement model evaluation entails testing for Discriminant Validity based on the Fornell Larcker, Heterotrait-monotrait Ratios, and Cross Loadings as prescribed Hair, et. al. [22]. In Table 4, both the Fornell Lacker and Het-

erotrait-monotrait Ratios indicate good Discriminant Validity where all indicators appropriately measure the corresponding variables. Similarly, the cross loadings presented in Table 5 confirms valid discriminations amongst indicators.

Table 4. Fornell Lacker and HTMT

	Price	Product Quality	Purchase Decision	Sales Promotion	Services
BeAT					
Fornell Lackner					
Price	0.923				
Product Quality	0.824	0.905			
Purchase Decision	0.848	0.841	0.857		
Sales Promotion	0.800	0.739	0.882	0.951	
Services	0.813	0.806	0.844	0.807	0.928
HTMT					
Price					
Product Quality	0.881				
Purchase Decision	0.903	0.904			
Sales Promotion	0.839	0.782	0.936		
Services	0.844	0.844	0.883	0.829	
PCX					
Fornell Lackner					
Price	0.873				
Product Quality	0.693	0.849			
Purchase Decision	0.697	0.616	0.802		
Sales Promotion	0.618	0.504	0.766	0.951	
Services	0.609	0.516	0.714	0.679	0.878
HTMT					
Price					
Product Quality	0.778				
Purchase Decision	0.772	0.697			
Sales Promotion	0.658	0.548	0.825		
Services	0.646	0.559	0.770	0.702	

Although several HTMT ratios for the analysis on BeAT are greater than 0.9, other measures including the cross loadings are acceptable. Therefore, analysis proceeded to the structural model evaluations and hypotheses testing.

Table 5. Cross Loadings

	BeAT					PCX				
	Price	Product Quality	Purchase Decision	Sales Promotion	Services	Price	Product Quality	Purchase Decision	Sales Promotion	Services
PQ1.1	0.77	**0.927**	0.772	0.68	0.751	0.64	**0.895**	0.527	0.463	0.433

PQ2.1	0.72	**0.902**	0.718	0.673	0.704	0.62	**0.874**	0.485	0.38	0.394
PQ3.1	0.71	**0.876**	0.759	0.626	0.66	0.53	**0.773**	0.533	0.414	0.376
PQ4.1	0.78	**0.913**	0.793	0.695	0.796	0.57	**0.849**	0.538	0.446	0.538
SE1.1	0.77	0.758	0.774	0.747	**0.912**	0.58	0.473	0.617	0.589	**0.897**
SE1.2	0.71	0.74	0.772	0.74	**0.943**	0.48	0.423	0.563	0.577	**0.905**
SE2.1	0.71	0.75	0.799	0.748	**0.944**	0.51	0.45	0.635	0.584	**0.91**
SE3.1	0.81	0.752	0.799	0.761	**0.938**	0.54	0.467	0.633	0.562	**0.896**
SE3.2	0.76	0.738	0.749	0.712	**0.942**	0.51	0.448	0.594	0.576	**0.887**
SE4.1	0.78	0.75	0.796	0.791	**0.936**	0.62	0.506	0.68	0.673	**0.882**
SE4.2	0.73	0.74	0.761	0.724	**0.928**	0.51	0.421	0.593	0.577	**0.87**
SE5.1	0.76	0.736	0.784	0.757	**0.884**	0.51	0.435	0.636	0.59	**0.819**
SE5.2	0.76	0.764	0.809	0.755	**0.923**	0.53	0.439	0.675	0.616	**0.836**
PR1.1	**0.92**	0.728	0.777	0.731	0.737	**0.84**	0.552	0.552	0.474	0.488
PR2.1	**0.9**	0.711	0.738	0.703	0.67	**0.82**	0.496	0.507	0.479	0.45
PR3.1	**0.95**	0.818	0.808	0.767	0.828	**0.91**	0.674	0.626	0.564	0.533
PR4.1	**0.92**	0.783	0.807	0.753	0.761	**0.92**	0.672	0.718	0.619	0.63
SP1.1	0.78	0.72	0.861	**0.935**	0.784	0.59	0.485	0.761	**0.945**	0.623
SP2.1	0.77	0.696	0.824	**0.952**	0.767	0.58	0.469	0.712	**0.958**	0.625
SP3.1	0.75	0.706	0.832	**0.965**	0.754	0.59	0.478	0.733	**0.962**	0.641
SP4.1	0.76	0.691	0.839	**0.954**	0.766	0.59	0.484	0.705	**0.939**	0.691
PD1.1	0.78	0.792	**0.86**	0.703	0.7	0.57	0.504	**0.816**	0.596	0.61
PD2.1	0.66	0.633	**0.832**	0.759	0.679	0.51	0.464	**0.801**	0.758	0.572
PD2.2	0.61	0.585	**0.78**	0.799	0.67	0.44	0.398	**0.713**	0.666	0.514
PD3.1	0.61	0.666	**0.815**	0.748	0.631	0.53	0.429	**0.735**	0.492	0.511
PD4.1	0.85	0.842	**0.927**	0.769	0.81	0.64	0.569	**0.861**	0.557	0.596
PD4.2	0.82	0.782	**0.917**	0.763	0.83	0.66	0.584	**0.874**	0.598	0.626

4.3 Structural Model Evaluation

Based on the Variance Inflation Factors (VIF), all variables showed values of below 3.3, which reflects the absence of multicollinearity issues. In other words, the relationships between indicators and the corresponding latent variables are reliable and without biases or overlapping distortions (see Table 6 for VIF values). This indicates that the structural model is stable and accurately measured by the assigned indicators. Considering such VIF output, analysis than can subsequently proceed to hypotheses testing and evaluation of Sales Promotion as mediator.

Hypotheses testing is conducted through observing the path coefficients and the significance testing for each direct paths as summarized in Table 7. Smart-PLS output showed slightly differing conclusions between BeAT and PCX models. Based on the p-values for the BeAT model, the direct relationships between Price-Purchase Decisions ($\beta = 0.154$, $f^2 = 0.041$) and Services-Purchase Decisions ($\beta = 0.142$, $f^2 = 0.037$), signifies that the respondents' decision to buy the BeAT model is not necessarily influenced by the Price and Services offered with this Honda model. Moreover, despite the significance of the effect of Sales Promotion on Purchase Decision ($\beta = 0.443$, $f^2 = 0.430$), the direct relationship between Product Quality and Sales Promotion ($\beta = 0.064$, $f^2 = 0.004$) for the BeAT model showed that the respondents do not equate quality attributes with the promotions offered by Honda marketing programs. Regardless, the relatively strong and significant relationships between Price-Sales Promotion ($\beta =$

0.393, $f^2 = 0.139$), Services-Sales Promotion (β = 0.436, $f^2 = 0.188$), and Product Quality-Purchase Decision (β = 0.272, $f^2 = 0.151$), are consistent with previous studies confirming of the importance of product and services considerations to match Sales Promotion, which would influence Purchase Decisions.

Table 6. Collinearity (VIF) Inner Model

	BeAT					PCX				
	Price	Product Quality	Purchase Decision	Sales Promotion	Services	Price	Product Quality	Purchase Decision	Sales Promotion	Services
Price			4.422	3.881				2.48	2.304	
Product Quality			3.769	3.755				1.984	1.976	
Purchase Decision										
Sales Promotion			3.498					2.123		
Services			4.213	3.547				2.104	1.632	

Path coefficients on the PCX data analysis provided different inferences compared with the SmartPLS output for the BeAT data (see Table 7). The non-significant relationships between Product Quality-Purchase Decision (β = 0.152, $f^2 = 0.041$), and Product Quality-Sales Promotion (β = 0.061, $f^2 = 0.004$), posited the users' confidence in the overall product offering of the PCX scooter model. This circumstance may be attributed to the unique specifications of the PCX and why this model is particularly popular for mid-to-upper-level scooter markets. Evidently, other determining variables, Services and Price, significantly influences Sales Promotion and Purchase Decision. However, the relatively small f-Square, except for the Sales Promotion-Purchase Decision (β = 0.404, $f^2 = 0.267$) direct relationship, signifies the fragility of those relationships.

Table 7. Path Coefficients, P-values, Confidence Intervals, and f-square

	BeAT					PCX				
	Path Coeff.	P values	Confidence Intervals		f-Square	Path Coeff.	P values	Confidence Intervals		f-Square
			Lower Limit	Upper Limit				Lower Limit	Upper Limit	
Price → Purchase Decision	0.154	0.073	-0.014	0.324	0.041	0.193	0.042	0.014	0.386	0.052
Price → Sales Promotion	0.393	0.002	0.135	0.621	0.139	0.288	0.004	0.103	0.49	0.076
Product Quality → Purchase Decision	0.272	0.001	0.126	0.466	0.151	0.152	0.096	0.019	0.382	0.041
Product Quality → Sales Promotion	0.064	0.541	-0.134	0.276	0.004	0.061	0.509	-0.091	0.283	0.004
Sales Promotion → Purchase Decision	0.443	0	0.318	0.570	0.430	0.404	0	0.227	0.541	0.267
Services → Purchase Decision	0.142	0.100	-0.039	0.303	0.037	0.244	0.005	0.066	0.401	0.099
Services → Sales Promotion	0.436	0	0.209	0.668	0.188	0.472	0	0.232	0.64	0.289

In terms of the mediating role of Sales Promotion, distinct patterns emerged for the BeAT and PCX models (see Table 8). For the BeAT model, the analysis shows that Sales Promotion significantly mediates the relationships between Services and Purchase Decision (β = 0.193, p = 0.001) as well as Price and Purchase Decision (β = 0.174, p = 0.005), indicating that BeAT riders translate perceptions of service quality and price fairness into stronger purchase intentions primarily when these elements are communicated through promotional offerings. However, Sales Promotion does not mediate the relationship between Product Quality and Purchase Decision (β = 0.028, p = 0.545), suggesting that BeAT users rely on their direct evaluation of product quality rather than perceiving enhancements through promotions.

For the PCX model, a similar mediation pattern is observed for Services (β = 0.191, p = 0.002) and Price (β = 0.116, p = 0.005), confirming that promotional activities intensify the effects of service experience and pricing considerations on purchase decisions for this segment as well. Meanwhile, Sales Promotion does not significantly mediate the Product Quality–Purchase Decision relationship (β = 0.025, p = 0.480), reinforcing the notion that PCX users already consider product quality as a baseline expectation rather than a decision-making attribute. Overall, the mediation results highlight that for both segments, Sales Promotion serves as an important channel through which price and service perceptions influence purchase decisions, while product quality exerts its influence directly for BeAT users and remains largely neutral for PCX riders.

Table 8. Mediation Effects

	BeAT				PCX			
	Path Coeff.	P values	Confidence Intervals		Path Coeff.	P values	Confidence Intervals	
			Lower Limit	Upper Limit			Lower Limit	Upper Limit
Services → Sales Promotion → Purchase Decision	0.193	0.001	0.090	0.316	0.191	0.002	0.064	0.299
Price → Sales Promotion → Purchase Decision	0.174	0.005	0.058	0.303	0.116	0.005	0.038	0.201
Product Quality → Sales Promotion → Purchase Decision	0.028	0.545	-0.057	0.125	0.025	0.480	-0.038	0.103

As shown in Table 9, the model evaluation results indicate that both the BeAT and PCX models exhibit satisfactory levels of explanatory power and overall fit. For the BeAT model, the R-square values of 0.870 for Purchase Decision and 0.714 for Sales Promotion suggest a strong predictive capability. While the PCX model similarly demonstrates solid explanatory power with R-square values of 0.712 and 0.529 for Purchase Decision and Sales Promotion, respectively. These values exceed the commonly accepted threshold of 0.50 for substantial explanatory relevance in PLS-SEM, indicating that the proposed value configurations effectively account for the variance in consumer decisions across both segments.

The SRMR values of 0.049 for the BeAT model and 0.062 for the PCX model fall below the recommended cutoff of 0.08, confirming that both models achieve good fit between the empirical data and the estimated covariance structure. Additional fit indices (d_ULS, d_G, and Chi-square) are within acceptable ranges and align with expectations for PLS-SEM, further supporting the adequacy of the model specification.

Overall, the Goodness of Fit results affirm that the constructs included in this study (Product Quality, Services, Price, and Sales Promotion) form coherent and well-fitted models for explaining Purchase Decision in both BeAT and PCX segments. While both models exhibit strong structural validity, the differing magnitudes of R-square across the two segments reinforce the notion that each scooter model is shaped by a distinct configuration of value perceptions within its respective consumer group.

Table 9. Goodness of Fit

	BeAT		PCX	
R-Square	**R-square**	**R-square adjusted**	**R-square**	**R-square adjusted**
Purchase Decision	0.870	0.866	0.712	0.706
Sales Promotion	0.714	0.707	0.529	0.522
Model Fit	**Saturated model**	**Estimated model**	**Saturated model**	**Estimated model**
SRMR	0.049	0.049	0.062	0.062
d_ULS	0.912	0.912	1.441	1.441
d_G	1.794	1.794	0.996	0.996
Chi-square	1075.615	1075.615	1079.384	1079.384

The results in Table 10 highlight distinct patterns across the two scooter models. For the BeAT model, Purchase Decision is primarily driven by Product Quality and Sales Promotion, while Services and Price do not exhibit significant direct effects. In contrast, PCX users rely more heavily on Service Quality, Price, and Sales Promotion, with Product Quality showing no meaningful influence on their decisions.

The mediation analysis further shows that Sales Promotion strengthens the effects of Services and Price on Purchase Decision in both models, whereas the indirect effect of Product Quality is not supported for either segment. Overall, the findings confirm that the value configurations shaping purchase decisions differ notably between BeAT and PCX riders.

Table 10. Summary of Results

	Results for BeAT	Results for PCX
H1: Product Quality positively affects Purchase Decision.	Accepted	Rejected
H2: Service Quality positively affects Purchase Decision.	Rejected	Accepted
H3: Price positively affects Purchase Decision.	Rejected	Accepted
H4: Sales Promotion positively affects Purchase Decision.	Accepted	Accepted
H5: Sales Promotion mediates the relationship between Product Quality and Purchase Decision.	Rejected	Rejected
H6: Sales Promotion mediates the relationship between Service Quality and Purchase Decision.	Accepted	Accepted

H7: Sales Promotion mediates the relationship between Price and Purchase Decision.	Accepted	Accepted

The distinct hypothesis testing results between BeAT and PCX warrants further discussions. For the BeAT model, significant and positive effects of Product Quality and Sales Promotion to Purchase decision (H1 and H4) indicate that BeAT buyers tend to emphasize less on Service Quality (H2) and Price (H3) rather focused more on the quality of BeAT and whether promotions are offered. Other than the significant effect of Sales Promotion, results from hypothesis testing for PCX showed a different picture. In contrast to BeAT, the PCX buyers do not stress on the product (H1), while services (H2) and price (H3) of this scooter model appear to be directly affecting purchasing behavior. However, test results for mediation effects showed more similarities among BeAT and PCX models. Sales Promotion appear to not mediate the relationship between Product Quality and Purchase Intention (H5), which provided evidence of the buyers' strong but distinct perceptions of both scooter models. Moreover, both BeAT and PCX buyers appear to view the influence of Service Quality and Price would be enhanced when combined with Sales promotion (H6-H7) asserting for added services and price perceptions as important components in promotional program designs.

5 Conclusions

The results indicate that different scooters require distinct offering configurations to appeal to the customers. This study examined the value-offering configurations that contribute to strong and sustained purchase decisions for Honda BeAT and PCX scooters. Aligned with this study's main objectives, the findings showed that there are certain value configurations can be attributed to each scooter model. By focusing on four core marketing mix attributes, namely Product Quality, Service Quality, Price, and Sales Promotion, the research investigated how each variable influences consumer decision-making along with the mediating role of Sales Promotion. While only H1, H4 and H6 were accepted for the BeAT, more hypotheses were accepted for the PCX (H2-H4 and H6-H7). The findings show that the two scooter models rely on different sets of value offerings. For BeAT users, Purchase Decision is primarily driven by Product Quality and Sales Promotion, reflecting the importance of functional reliability and promotional incentives within this segment. In contrast, PCX riders place greater emphasis on Service Quality, Price, and Sales Promotion, indicating a more experience-driven orientation. The consistent mediating effect of Sales Promotion on the relationships involving Service Quality and Price further supports the idea that Indonesia's automatic scooter market is highly fragmented, with each consumer segment interpreting value attributes in distinct ways. There appears to be a set of attributes making up attractive offerings for different segments, leading to a highly fragmented scooter market.

Although the results provide meaningful insights, several limitations should be acknowledged. The sample consists only of consumers who have already purchased BeAT or PCX models, which may limit the generalizability of the findings to broader consumer groups, particularly potential buyers who are still evaluating competing options. Furthermore, the study examines only four value-offering attributes, even though

other variables such as brand image, perceived risk, lifestyle fit, or exposure to digital marketing may also influence purchase decisions. Future research could include these additional factors, employ multi-group or longitudinal analyses to track evolving consumer preferences over time, or expand the scope to include other scooter brands to create a more comprehensive understanding of the market.

The study is expected to contribute both theoretically, by extending the marketing mix–purchase decision framework, and practically, by providing strategic insights for Honda's differentiated marketing strategies in Indonesia. A strong theoretical implication that emerged from this study is the application of the same theoretical framework for investigating purchase intention on distinct product designs could derive different conclusions. Overall, this research contributes to the theoretical development of purchase decision models by showing that marketing mix attributes do not exert uniform effects across product categories. Instead, consumers evaluate and interpret value offerings differently depending on the functional and experiential positioning of each scooter model. This reinforces the conceptualization of a fragmented and highly segmented automatic scooter market in Indonesia and highlights the importance of designing differentiated marketing strategies.

An important practical implication from this study is the need for scooter brands to firmly comprehend customers' perceptions of the product and leverage this knowledge to design the appropriate marketing strategy. From a managerial standpoint, the findings offer practical guidance for manufacturers seeking to strengthen their market performance. For mass-market scooters such as the BeAT, enhancing perceptions of product reliability and offering appealing promotional programs may be the most effective approach. Meanwhile, premium models like the PCX can benefit from improving service experiences and optimizing pricing strategies, supported by value-oriented promotional initiatives. More importantly, this study provides guidance for effective marketing programs to improve sales of the less popular models by offering the right value for a designated set of buyers. Ultimately, the study provides actionable insights for revitalizing underperforming scooter models by aligning their value propositions with the expectations of their intended consumer segments, allowing manufacturers such as Honda to compete more effectively within Indonesia's increasingly competitive automatic scooter landscape.

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