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The Effect of Product Quality and Brand Image on Repurchase Intention of Honda Beat Motorcycles in Bandung City

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Abstract
Due to intensifying competition within Indonesia's automatic motorcycle sector, manufacturers are increasingly compelled to elevate product quality and solidify brand image to foster customer retention and drive repurchase intention. This study investigates the partial and simultaneous effects of product quality and brand image on the repurchase intention of Honda Beat owners in Bandung City. Employing a quantitative survey design, primary data were gathered from 120 purposively selected Honda Beat users. The dataset was subsequently evaluated using descriptive statistics, multiple linear regression, and hypothesis testing via IBM SPSS Statistics.
The empirical findings reveal that both product quality and brand image exert a positive and statistically significant impact on repurchase intention individually. Concurrently, both factors significantly drive consumers' intention to repurchase, demonstrating that superior product performance, reliability, durability, and a favorable brand perception strongly incentivize repeat purchases. Consequently, preserving high manufacturing standards while enhancing brand equity remains vital for cultivating customer loyalty and maintaining market competitiveness. Ultimately, this research adds to the marketing literature on automotive consumer behavior in urban Indonesia and offers strategic insights for manufacturers seeking to optimize customer retention.

Keywords:
Product Quality; Brand Image; Repurchase Intention; Honda Beat; Consumer Behavior.

1. INTRODUCTION

The Indonesian motorcycle industry plays a pivotal role in urban daily mobility, where severe traffic congestion calls for highly efficient transportation solutions. Motorcycles are overwhelmingly favored due to their cost-effectiveness, fuel economy, and maneuverability through densely populated metropolitan areas. As market competition intensifies, manufacturers are shifting focus from simply acquiring new buyers toward strategies that drive repurchase intention—a critical factor for long-term business viability and market leadership (Almutairi, Abubakar, & Al-Mamary, 2026; Uikey, Baber, & Marak, 2025).

Despite Honda's dominant position in the domestic market with the Honda Beat as a leading automatic scooter, recent industry metrics reveal a decline in its Top Brand Index. This drop signals a potential softening in consumers' willingness to buy the model again. Crucially, it highlights that strong sales volume does not automatically guarantee customer loyalty, particularly as competitors introduce feature-rich and technologically advanced alternatives (Salwan, 2017; Schoordyk, 2026).

Repurchase intention reflects a consumer's readiness to buy from the same brand following prior usage. Positive post-purchase experiences foster ongoing loyalty, whereas negative encounters prompt brand switching (Brodschelm, Vetter, Hüttl-Maack, Lazarovici, & Schumann, 2025; Ngo et al., 2025). Product quality—spanning technical performance, durability, fuel efficiency, safety, and maintenance convenience—serves as a primary driver of this intention(Erpurini, 2021; Kim, Im, & Gim, 2025; Rai, Kajla, Itani, & Cho, 2025). Concurrently, brand image builds emotional attachment and reduces perceived risk. For the Honda Beat,

maintaining its reputation for practicality and economy is paramount as rivals enhance their branding efforts(Kotler & Keller, 2016; Van Agtmael, 2007).

Although empirical research generally confirms the positive impact of product quality and brand image on repeat purchases, most existing studies center on industries such as e-commerce, insurance, food, and smartphones. Furthermore, prior frameworks frequently incorporate mediating constructs, which obscure the direct relationships among core variables. This empirical and contextual gap warrants further investigation within the automotive sector (Felser & Wynn, 2023; Xinjian & Idrakisyah, 2025)

Bandung provides an ideal empirical setting due to its large population, heavy daily traffic, and widespread reliance on the Honda Beat across diverse demographics. Against this backdrop, this study examines how product quality and brand image partially and simultaneously influence the repurchase intention of Honda Beat users in Bandung. The findings aim to enrich the marketing literature on automotive consumer behavior while offering actionable strategies for PT Astra Honda Motor to boost customer retention.

2. RESEARCH METHOD

To investigate how product quality and brand image affect the repurchase intention of Honda Beat users in Bandung City, this study adopted a quantitative, explanatory research framework. A quantitative strategy was chosen due to its ability to measure variable relationships objectively through numerical data, while an explanatory framework enabled the empirical testing of hypothesized causal links (Campbell et al., 2020; Grace & Irvine, 2020). The target population comprised Honda Beat riders living in Bandung City. Given the indefinite size of the total population, a non-probability purposive sampling method was employed to select participants based on specific criteria: respondents were required to be at least 17 years old, hold a valid Class C driver's license (SIM C), reside in Bandung, and have direct experience operating a Honda Beat. This sampling approach ensured that data were gathered from informants who directly aligned with the research objectives (Sugiyono, 2020; Worku, 2025). Determining the sample size followed the rule-of-thumb outlined by(Bujang, 2021; Sharma et al., 2024), which recommends a minimum sample of four to five times the number of measurement indicators when the population size is undefined. Multiplying the study's 24 indicators by a factor of five yielded a target sample of 120 respondents (24 x5 = 120), to whom structured questionnaires were subsequently administered (Cheung, 2024; Leon, Lapkin, Fields, & Moroney, 2022). Primary data collection relied on a structured 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) covering product quality, brand image, and repurchase intention. Product quality was evaluated across five dimensions: form, performance, conformance, durability, and reliability. Brand image was captured via attributes, benefits, and brand attitude. Repurchase intention was operationalized through transactional, referential, preferential, and exploratory intentions. These indicators were adapted from established literature to guarantee construct validity(Lambert & Newman, 2023; Lysaght & Cherry, 2022). Instrument quality was verified using validity and reliability checks prior to hypothesis testing. Construct validity was evaluated via Pearson's Product-Moment correlation, whereas internal consistency was established using Cronbach's Alpha, adhering to the threshold of $\alpha > 0.70$ (Gravesande, Richardson, Griffith, & Scott, 2019; Ramírez et al., 2025). Data processing was conducted using IBM SPSS Statistics. Initial descriptive statistics (frequencies, percentages, means, and standard deviations) summarized demographic profiles and overall response patterns(Sato et al., 2026; Sue & Ritter, 2007). Before performing multiple linear regression, classical assumption tests—including Kolmogorov–Smirnov (normality), Tolerance/VIF values (multicollinearity), and the Glejser test (heteroscedasticity)—were verified (Hu & Plonsky, 2021; Williams, 2019). Finally, multiple linear regression was applied to test partial effects via t-tests and simultaneous effects via F-tests, with the coefficient of determination (R2) quantifying the variance explained at a 5 significance level ($\alpha = 0.05$) (Frey, 2018; Gill & Torres, 2020).

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Respondent Characteristics

Table 1. Respondent Profile

Variable	Category	Frequency (n)	Percentage (%)
Initial Data Collection	Questionnaires collected	136	100.0
	Invalid questionnaires removed	16	11.8
	Final valid sample	120	88.2
Gender	Male	63	53
	Female	57	47
Age	17–21 years	19	16

	22–25 years	60	50
	>25 years	41	34
Education Level	Senior High School (SMA/SMK)	65	54
	Bachelor's Degree	52	43
	Postgraduate Degree	3	3
Non-Academic Activities	None	42	35
	Part-time work	34	28
	Freelance work	26	22
	Internship	10	8
	Student organization	8	7
Monthly Income	< Rp1,000,000	13	11
	Rp1,000,000–Rp2,000,000	23	19
	Rp2,000,000–Rp5,000,000	52	43
	> Rp5,000,000	32	27
Length of Ownership	<1 month	7	6
	1–3 months	8	7
	4–6 months	10	8
	>6 months	95	79

A total of 136 questionnaires were first gathered from Honda Beat owners in Bandung City. After checking the data to remove incomplete answers, wrong answer patterns, and unusual results, 16 questionnaires were not used, leaving 120 good responses. This sample size met the minimum needed for multiple linear regression analysis and was seen as enough for testing hypotheses (Hair, Money, Samouel, & Page, 2007).

As shown in Table 1, the group included 63 males (53) and 57 females (47), showing a good mix of both genders. The biggest group of people was those aged 22 to 25 years, making up 50, then those over 25 years old at 34, and those aged 17 to 21 years at 16. This shows that young adults are the main users of the Honda Beat (Keller, 2021).

Most people had finished senior high school (54), while 43 had a bachelor's degree and 3 had higher education qualifications. When it comes to non-academic activities, 35 said they had none, then part-time work was chosen by 28, freelance work by 22, internships by 8, and student organizations by 7. This shows that people come from different economic and social backgrounds (Amstrong, 2019).

Most people made between Rp2,000,000 and Rp5,000,000 each month, which was the most common range, making up 43. Then came those who earned more than Rp5,000,000, which was 27. Next were those who made between Rp1,000,000 and Rp2,000,000, which was 19. The smallest group made less than Rp1,000,000, which was 11. Most of the people surveyed (79) had owned a Honda Beat for over six months, which means they had enough time to really understand the product's quality, how the brand is seen, and whether they would buy it again. This aligns with studies by (Hair et al., 2007).

3.1.2. Descriptive Statistics

Descriptive statistical analysis was executed to evaluate respondents' assessments of the three core constructs: product quality, brand image, and repurchase intention. Mean scores for each questionnaire item were calculated on a 5-point Likert scale, where higher values reflect more favorable consumer attitudes. Synthesizing participant evaluations through descriptive metrics serves as a vital preliminary step before evaluating causal linkages via inferential statistical testing (Pakpahan et al., 2021).

Table 2. Descriptive Statistic of Product Quality

No.	Product Quality Indicator	Mean	Category
1	The design of Honda Beat makes it easier for me to ride.	4.42	High
2	Honda Beat suits my daily transportation needs.	4.25	High
3	Honda Beat is durable for long-term use.	4.21	High
4	Honda Beat performs well during daily use.	4.18	High
5	Honda Beat has reliable product quality.	4.15	High
6	Honda Beat is fuel-efficient.	4.12	High
7	Honda Beat performs well on various road conditions.	3.85	High
8	Honda Beat provides comfort when riding on uneven roads.	3.80	High
Grand Mean		4.10	High

Table 2 shows that the Product Quality variable had an overall average of 4.10, which means people thought the quality of the Honda Beat was good. The top-rated feature was "The design of Honda Beat makes it easier for me to ride" with a score of 4.42, then came its suitability for daily use with a score of 4.25, and durability with a score of 4.21. These results show that customers really care about how well a product works, looks, and lasts over time (Keller, 2021).

The lowest average scores were for riding comfort on rough roads (M = 3.80) and performance on different types of roads (M = 3.85). Even though these indicators were still in the high range, they show that ride comfort and suspension performance could still be improved to make customers happier and increase their chance of buying again (Keller, 2021).

3.1.2.1. Brand Image

Table 3. Descriptive Statistic of Brand Image

No.	Brand Image Indicator	Mean	Category
1	I can easily recognize the Honda Beat logo and physical characteristics.	4.51	High
2	Honda Beat supports my daily mobility needs.	4.42	High
3	Honda Beat is one of the most preferred scooters in the community.	4.40	High
4	Honda Beat has a good reputation.	4.28	High
5	Honda Beat is a trustworthy motorcycle brand.	4.24	High
6	Honda Beat has a positive brand image.	4.12	High
7	Honda Beat reflects a modern lifestyle.	3.98	High
8	I prefer Honda Beat compared with other motorcycle brands.	3.80	High
Grand Mean		4.25	High

Table 3 shows that the Brand Image variable had an overall average of 4.25, showing that respondents have a strong and positive view of the Honda Beat brand. The top-rated indicator was "I can easily recognize the Honda Beat logo and physical features" with an average score of 4.51. Next was its support for daily use, which had an average of 4.42, and then its popularity among the community, which averaged 4.40. These results show that the Honda Beat is well-known and has a good place in the market, according to Aaker (1996) and Keller (2013).

The lowest average score was for the statement "I prefer Honda Beat compared with other motorcycle brands" with an average of 3.80. Even though the result is still high, it shows that customers might choose other brands, which means companies need to keep improving their products and messaging to stay loyal (Kotler & Keller, 2022).

3.1.2.2. Repurchase Intention

Table 4. Descriptive Statistic of Repurchase Intention

No.	Repurchase Intention Indicator	Mean	Category
1	Honda Beat is the motorcycle brand I purchase most frequently over time.	4.30	High
2	I am willing to recommend Honda Beat to others.	4.00	High
3	I am willing to share positive experiences about Honda Beat.	4.00	High
4	I intend to repurchase Honda Beat in the future.	3.95	High
5	I will consider Honda Beat when buying a new motorcycle.	3.73	High
6	I will definitely choose Honda Beat again when purchasing another motorcycle.	3.63	High
Grand Mean		3.92	High

Table 4 shows that the Repurchase Intention variable had an overall average of 3.92, which means most people intended to buy another Honda Beat. The top-rated indicator was "Honda Beat is the motorcycle brand I buy most often over time" with an average score of 4.30. Next were the willingness to recommend Honda Beat and to share positive experiences about it, both with an average score of 4.00. These results show that customers are loyal and tend to talk positively about the brand, as noted in Oliver's 2015 work and Kotler and Keller's 2022 research.

The lowest average score was for the statement "I will definitely choose Honda Beat again when purchasing another motorcycle" with a mean of 3.63. Although it's still considered high, this shows that some customers are still willing to think about other brands. So, keeping the product quality high and building a strong brand image are really important for making customers want to buy again over time (Schiffman & Wisenblit, 2019; Kotler & Armstrong, 2022).

The overall descriptive analysis shows that all the variables were given positive ratings. Brand Image had the highest overall score of 4.25, then Product Quality came next with 4.10, and Repurchase Intention was 3.92. These results show that when customers see a product as high quality and have a good impression of the brand, they are more likely to buy it again. This supports the results from the regression analysis mentioned in (Hair et al., 2007).

3.1.3. Instrument Validity and Reliability Evaluation

Table 5. Validity and Reliability Test Results

Variable	Number of Items	Pearson Correlation (r)	Cronbach's Alpha	Result
Product Quality	10	0.519–0.778	0.860	Valid & Reliable
Brand Image	6	0.659–0.777	0.806	Valid & Reliable
Repurchase Intention	8	0.539–0.860	0.906	Valid & Reliable

Source: Processed research data (2026).

The criteria are valid if the value of r is greater than 0.30 and also greater than the table value of 0. 1793.The criteria are reliable if Cronbach's Alpha is higher than 0.70.

Table 5 shows that every measurement item satisfied the validity standards, as the Pearson correlation coefficients were higher than both the critical value (rtable = 0.1793) and the minimum acceptable level of 0.30. The correlation values were between 0.519 and 0.778 for Product Quality, 0.659 and 0.777 for Brand Image, and 0.539 and 0.860 for Repurchase Intention, showing that all these indicators properly measured what they were supposed to (Hair et al., 2019).

The reliability test showed that the results were consistent within themselves. The quality of the product had a Cronbach's Alpha score of 0.860, the brand image scored 0.806, and the intention to buy again was 0. 906. All these scores are higher than the suggested minimum of 0.70. So, the research tool is seen as both accurate and dependable, which means it's a good choice for further work like checking classical assumptions and doing multiple linear regression (Sekaran & Bougie, 2017; Hair et al., 2019).

3.1.4. Classical Assumptions Test

To guarantee that the estimated Ordinary Least Squares (OLS) parameters were unbiased, consistent, and efficient, the regression model was evaluated against key classical assumptions prior to inferential testing. Diagnostic procedures encompassed tests for residual normality, multicollinearity, and heteroscedasticity. Verifying these assumptions is critical, as departures from standard assumptions can compromise the statistical validity of regression estimates. All diagnostic tests were executed using IBM SPSS Statistics version 26 (Hair et al., 2019; Ghozali, 2021).

3.1.4.1. Normality Test

The distribution of regression residuals was initially evaluated using the Kolmogorov–Smirnov test. The primary output yielded an asymptotic significance value of p = 0.002, falling below the standard 0.05 threshold. Given the known sensitivity of the Kolmogorov–Smirnov test to specific sample traits, a Monte Carlo sampling procedure was subsequently performed to achieve a more accurate and robust assessment of normality. The resulting Monte Carlo significance value of p = 0.126 comfortably exceeded the 0.05 significance level, leading to the retention of the null hypothesis. These results confirm that the error terms conform to a normal distribution, thereby satisfying the normality assumption necessary for parametric regression (Ghozali, 2021; Hair et al., 2019).

3.1.4.2. Multicollinearity Test

To confirm the absence of collinearity between the independent predictors—Product Quality and Brand Image—Tolerance and Variance Inflation Factor (VIF) diagnostics were computed. Both independent variables yielded a Tolerance value of 0.464 (well above the critical threshold of 0.10) and a VIF of 2.155 (substantially below the upper limit of 10). These metrics indicate that multicollinearity is not present, confirming that each predictor provides distinct explanatory power without distorting the stability of the regression coefficients (Hair et al., 2019; Ghozali, 2021).

3.1.4.3. Heteroscedasticity Test

Variance consistency across error terms (homoscedasticity) was evaluated using the Glejser test, which regresses the absolute residuals against the independent variables. Absence of heteroscedasticity requires all predictor significance values to exceed alpha = 0.05. The analysis revealed significance values of p = 0.488 for Product Quality and p = 0.535 for Brand Image. Because both values surpass the 0.05 cut-off, the null hypothesis of equal error variance was accepted. This confirms that residual variance remains constant across observations, ensuring the efficiency and unbiasedness of the regression parameters (Gujarati & Porter, 2009; Hair et al., 2019). In summary, the classical assumption diagnostics confirm that the statistical assumptions underlying OLS multiple linear regression were fully satisfied. The error terms exhibited normality via Monte Carlo validation, no multicollinearity was identified, and homoscedasticity was upheld. Consequently, the specified model represents a sound, valid, and credible framework for assessing the partial and simultaneous impacts of Product Quality and Brand Image on the Repurchase Intention of Honda Beat users in Bandung City (Hair et al., 2019; Ghozali, 2021).

3.1.5. Inferential Analysis: Multiple Linear Regression and Hypothesis Testing

Table 6. Multiple Linear Regression Results

Variable	B	t-value	Sig.	Decision
Constant	-0.676	-	-	-
Product Quality	0.473	4.855	0.000	Supported
Brand Image	0.498	3.321	0.001	Supported
R Square	0.517			
Adjusted R Square	0.509			

Source: Processed research data (2026).

Regression Equation: RI = -0.676 + 0.473(PQ) + 0.498(BI)

Table 6 shows the results from a multiple linear regression analysis that looks at how Product Quality and Brand Image influence Repurchase Intention. The regression equation found is RI = -0.676 + 0.473(PQ) + 0.498(BI), which shows that both PQ and BI have a positive impact on the likelihood of customers buying again.

The quality of the product had a strong effect on the intention to buy again ($\beta = 0.473$; $t = 4.855$; $p = 0.000$), which supports the first hypothesis. Similarly, Brand Image also had a positive and important effect ($\beta = 0.498$; $t = 3.321$; $p = 0.001$), which supports H2. The higher coefficient for Brand Image shows that it has a stronger effect on the customer's desire to buy again compared to Product Quality.

The model shows an R squared value of 0.517, and the adjusted R squared is 0.509. This means that about 51.7 of the changes in Repurchase Intention can be explained by Product Quality and Brand Image.The other 48.3 is due to different factors that aren't included in the model. The results show that both the quality of the product and the image of the brand are important in making consumers want to buy the Honda Beat motorcycle again.

3.2. Discussion

3.2.1. The Effect of Product Quality on Repurchase Intention

The study results show that the quality of the product has a positive and significant effect on the likelihood of Honda Beat customers in Bandung City to buy again (beta = 0.473, t = 4.855, p = 0.000), which supports the first hypothesis (H_1). These numbers show that when people think a product is better, they are more likely to buy it again. From a behavior point of view, when a product works well, people feel more sure about how it will perform over time.This makes them less worried about possible problems or costs they might face when buying similar products later (Kotler & Keller, 2022; Oliver, 2015).Survey data that describes people's experiences also supports this idea. Participants gave high scores to the Honda Beat's comfortable design (M = 4.42), useful features (M = 4.25), and how well it lasts over time (M = 4.21). These scores show that consumers value practical features like maneuverability, fuel efficiency, and reliable performance when driving in Bandung's busy city streets. In busy environments, good everyday experiences with a brand help people stick with their first choice, making them more likely to choose the same brand again when they need to buy something (Kotler & Armstrong, 2022; Schiffman & Wisenblit, 2019). In theory, these results fit with ideas about how people act as customers, which say that how good a product is directly affects what someone wants to do. Customers look at a product by seeing how well it works compared to what they expected before buying it. If the product keeps performing as well as or better than they thought, they feel more trusting, satisfied, and likely to buy it again (Kotler & Keller, 2022). In this study, the Honda Beat met the expectations for reliability, durability, and how well it works, which made people more likely to buy it again. Also, these results match what other studies have found before. Pradana and Santosa (2020) showed that high product quality helps keep customers coming back in the car industry. Ramadhan (2022) said that when performance is dependable, it leads to good customer experiences, which makes people want to buy again. More recently, Idris and others in 2024 found out that engine durability, fuel efficiency, and how well the bike holds up are key reasons why Honda users want to buy again. This shows that making sure the bike works well is still very important for keeping customers in Indonesia's motorcycle market.

3.2.2. The Effect of Brand Image on Repurchase Intention

Inferential testing shows that Brand Image has a positive and strong effect on Repurchase Intention (beta = 0.498, t = 3.321, p = 0.001), which supports Hypothesis 2 (H_2). This means that customers who have a better view of the brand are much more likely to buy the motorcycle again. A strong brand image helps build trust with consumers, makes it easier for them to decide what to buy, and creates a deeper emotional connection that goes beyond just the product's physical features (Keller, 2013; Kotler & Keller, 2022). Descriptive metrics support and back up these insights. Respondents had a strong visual recognition of the brand (M = 4.51), believed the scooter works well for everyday city travel (M = 4.42), and saw it as the main scooter option in the community (M = 4.40). These assessments show that the Honda Beat has built a strong brand image and good feelings among consumers in Bandung City. Such positive views make people more confident when

buying because the brand is seen as trustworthy and reliable (Aaker, 1996; Keller, 2013). These findings back up Keller's Customer-Based Brand Equity (CBBE) model, which suggests that strong brand knowledge leads to better reactions to marketing and more repeat purchases. People also look for feelings of confidence, approval from others, and meaning beyond just the product's appearance. Honda Beat has built these connections because of its long time in the market, its wide network of service centers, and its known reliability (Keller, 2013; Kotler & Keller, 2022). These results are similar to what other studies in the car industry have found. Saraswati found in 2017 that having strong connections with a brand helps people decide to buy motorcycles in Bandung. Pradana and Santosa (2020) found that a strong brand image helps keep customers coming back over a long period. Putri et al. (2023) found that automotive brand equity is a key strategic tool for keeping customers loyal during strong competition in the market.

3.2.3. The Simultaneous Effect of Product Quality and Brand Image on Repurchase Intention

Multiple linear regression shows that Product Quality and Brand Image together explain 51.7% of the variation in Repurchase Intention, with an R-squared value of 0.517. This strong ability to explain shows that keeping customers depends on both how useful a product is and the value people attach to the brand. Repeat purchases happen because a product is really good and people trust the brand, not just one of those things on its own (Hair et al., 2019; Kotler & Keller, 2022). This is especially important now because even though Honda Beat is selling a lot, its Top Brand Index has gone down recently. This difference shows that being the top in the market doesn't ensure customers will stay loyal in the future. Manufacturers need to keep tight control over product quality and also work on building their brand's value at the same time to keep their place in the market, which is getting more competitive every day (Kotler & Keller, 2022). This real-world data supports previous studies that show how both quality and how people see a brand play a part together. Yudhiswara and Evangelista (2024) found that when a product has high-quality standards and the brand is well-known and trusted, it greatly increases the chance that customers will buy the product again. Aldian and Arief (2025) also discovered that when people buy things, they think about both how well the product works and what it represents to them. So, companies shouldn't just focus on making better products or running big ad campaigns. They should use a combined approach that covers all areas. From a management point of view, these findings show that PT Astra Honda Motor needs to keep improving both the features of their cars and the image of their brand. Product development should focus on improving ride comfort, how well the suspension works, how efficiently the vehicle uses fuel, and introducing new technology. At the same time, branding should use the official AHASS service network, strong after-sales support, and focused customer relationship management. Combining good product performance with a strong brand image helps build customer trust and encourages people to buy again over time, which matches the ideas of relationship marketing (Kotler & Keller, 2022; Morgan & Hunt, 1994).

4. CONCLUSION

This study looked at how product quality and brand image affect the likelihood of Honda Beat customers in Bandung City to buy the product again. The research used a numbers-based method and a statistical technique called multiple linear regression to analyze the data. The results show that both factors have a strong, positive impact on customers' desire to buy again. In particular, the quality of the product has a clear, positive effect on how likely customers are to purchase again. People who like the Honda Beat because it feels comfortable to use, works well, is dependable, and lasts a long time are more likely to buy it again. This result shows that providing steady, top-quality product performance to meet customer expectations is key to encouraging people to buy again. Likewise, a strong brand image also plays a big role in making customers want to buy the product again. People who have strong positive feelings about the Honda Beat's brand, trust in the company, and how it is seen in the market are more likely to buy it again. This shows that brand image is a key intangible asset that helps reduce the risk customers feel when buying, increases their trust, and keeps them coming back as customers. The multiple regression model showed that Product Quality and Brand Image together explain 51.7% of the variation in customers' willingness to buy again. The remaining 48.3% of the variance comes from factors that weren't measured, meaning things like customer satisfaction, how much customers value the product, the quality of service after buying, trust in the brand, how much promotion is done, and what customers say online also affect how likely they are to stay with the brand.This study adds to the understanding of how people behave as customers and how brand strength influences what customers do after they buy something.It shows that both the practical features of a product and the symbolic value of the brand together shape what customers do after making a purchase. The study offers new real-world data from Indonesia's busy two-wheeler market. From a business perspective, PT Astra Honda Motor should follow two main approaches: keep improving the Honda Beat's features like fuel efficiency, comfort, how well it holds up, and tech options, and also build the brand's reputation by using clear and consistent marketing, strong brand identity, and good support services after the sale. Making sure that a brand's practical strengths match its symbolic value is important for keeping customers loyal and staying competitive over time. Future studies are encouraged to consider additional factors, such as customer satisfaction, brand trust, and online word-of-mouth, to provide a

more comprehensive understanding of repurchase intention. Future research may also examine a wider geographic area, involve a larger sample size, or use Structural Equation Modeling (SEM-PLS) to gain deeper insights into consumer behavior in the automotive market.

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