

**THE INFLUENCE OF BRAND IMAGE ON CONSUMER SATISFACTION WITH  
PURCHASING DECISIONS AS INTERVENING VARIABLES  
(Case Study on Students of STIE Bina Karya Kota Tebing Tinggi)**

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**Abstract**

*This study aims to determine " The Influence of Brand Image on Consumer Satisfaction with Purchasing Decisions as Intervening Variables (Case Study on Students of STIE Bina Karya Kota Tebing Tinggi)". The method of determining the sample used in this study is to use a saturated sampling technique of 57 samples which are students of STIE Bina Karya Kota Tebing Tinggi users of Honda Scoopy. Based on the results of the analysis of hypothesis 1, it can be concluded that the first hypothesis is accepted, meaning that the Brand Image variable (X) affects the Purchase Decision variable (Z). Based on the results of the analysis of hypothesis 2, it can be concluded that the second hypothesis is accepted, meaning that the Brand Image variable (X) has no effect on the Consumer Satisfaction variable (Y). Based on the results of the analysis of hypothesis 3, it can be concluded that the third hypothesis is accepted, meaning that the Purchase Decision variable (Z) has an effect on the Consumer Satisfaction variable (Y). Based on the results of the analysis of hypothesis 4, it shows that the indirect effect of Brand Image (X) on Consumer Satisfaction (Y) through Purchase Decision (Z) is accepted rather than the direct influence of Brand Image (X) on Consumer Satisfaction (Y).*

**Keywords: Brand Image, Consumer Satisfaction, Purchase Decision.**

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## **1. INTRODUCTION**

Today we are facing a new era which is marked by the trend of world globalization, technological developments and economic reforms carried out by countries in the world to face global competition. Globalization has forced significant changes in the production patterns of multinational companies. Rapid changes in the industrial sector resulted in a flood of products entering the market. Every consumer has different attitudes and behaviors towards a product. The success or failure of a product is influenced by brand image and purchasing decisions for the product in question. Understanding consumer behavior is also an important task of marketing management, so that consumers can accept the products offered by the company so as to provide consumer satisfaction. By identifying the market, the company can find out what strategy to use and use in selling its products.

Honda Scoopy is one of the brands of Honda motorcycle dealers in Indonesia. This automatic scooter is produced by PT Astra Honda Motor. This motorbike was launched on May 20 2010 which was intended to anticipate the growing popularity of automatic scooters in the Honda motorcycle market in Indonesia. Honda Scoopy will compete directly with Suzuki Let's and Yamaha Fino.

STIE Bina Karya is a private university located in Tebing Tinggi City. In this study the authors made observations on Bina Karya students where most of the students used Honda Scoopy as transportation. So the authors make the Honda Scoopy product as the object of this research.

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In this study the authors conducted interviews directly with semester VIII management students at STIE Bina Karya. The following are the results of a survey on motorcycle use at STIE Bina Karya:

It is known that the highest level of usage is Honda Vario motorcycles with as many as 83 people. Then followed by the Yamaha Nmax brand with 77 people, Honda Beat with 63 people, Honda Scoopy with 57 people and Yamaha Aerox with 43 people. The Honda Scoopy motorbike also has a steering balance that tends to be sensitive, so that riders who are not used to it feel uncomfortable when riding this motorbike. It is clear that the rear shock is much softer. Which results in a feeling of soreness in the hands and arms when traveling long distances due to the uncomfortable position of the handlebars. The engine capacity carried by the Honda Scoopy is also low compared to the Yamaha Aerox and Nmax 155cc, Yamaha does have a very large engine capacity. Honda Vario and Beat have a standard engine capacity of 150cc. While the Honda Scoopy has a very low capacity of 110cc.

**2. IMPLEMENTATION METHOD**

The type of research that will be carried out in this study is a type of quantitative research. The population in this study were all semester VIII students of STIE Bina Karya who use Honda Scoopy motorbikes with a total population of 57 students. The sample in this study was the students of STIE Bina Karya semester VIII, because the population size was relatively small, namely 57 people, the sampling technique used was saturated sampling technique (census), where all members of the population were used as samples. In this study, the sampling technique used is the Non Probability Sampling technique. Data collection techniques or methods used in this research are interviews and questionnaires. Methods of data analysis using instrument test and classical assumption test using multiple linear regression analysis.

**Table 1** Variable Operational Definition

No	Variable	Definition	Indicator	Measurement Scale
1	Brand Image (X)	According to(Kotler, 2016)Brand image is a name, term, sign, symbol, design, or a combination of these things consumers, because a good brand image will further enhance consumer purchasing decisions.	1. The strength of brand associations (strength of brand association) 2. Advantages of brand association (Favourability of brand association) 3. The uniqueness of brand associations According to(Kotler, 2016)	Likert
2	Consumer Satisfaction (Z)	According to(Kotler, 2016)in general Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations.	1. Conformity of expectations 2. Interest in buying back 3. Willingness to recommend According to(Kotler, 2016)	Likert
3	Purchase Decision(Y)	According to(Aitkenhead AR, Moppet, 2013)said that purchasing decisions are activities or behaviors that arise in response to objects.	1. According to the needs 2. Has benefits 3. Accuracy in buying products 4. Repeat purchase According to(Aitkenhead AR, Moppet, 2013)	Likert

Source: Processed Data, 2022

### 3. RESULTS AND DISCUSSION

#### 3.1 Description of Respondent Characteristics

**Table 2** Characteristics of Respondents by Age

Age	Amount	Percentage(%)
18-21 Years	27	47,36
22-26 Years	30	52,64
Total	57	100

Source:Primary data processed, 2022

Based on Table 2 it shows that the majority of respondents in this study were aged 22-26 years with a percentage of 52.64%, then 18-21 years with a percentage of 47.36%. From the data above it can be seen that the majority age is over 22-26 years old because at this age some students are already working and are free to use motorbikes, while the minority of respondents who use Honda Scoopy motorbikes, are aged 18-21 years which is the age of who don't use motorbikes much.

**Table 3** Characteristics of Respondents Based on Gender

Status	Amount	Percentage (%)
Man	23	40,36
Woman	34	59,64
Total	57	100

Source:Primary data processed, 2022

Based on Table 3 it shows that the majority of respondents in this study were female with a percentage of 59.64%, then male with a percentage of 40.36%, then. It can be seen that women are the majority of respondents because these students are at a young age, where nowadays many young people use Honda Scoopy motorbikes just for lifestyle.

**Table 4** Distribution of Answers Items Consumer Satisfaction Variable (Y)

Items	1		2		3		4		5		Means
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	8	14,0	29	50,9	20	35,1	4,21
2	-	-	-	-	8	14,0	19	33,3	30	52,6	4,38
3	-	-	-	-	5	8,8	24	42,1	28	49,1	4,40
<b>Means Consumer Satisfaction (Y)</b>											<b>4,33</b>

Source: DataPrimer processed, 2022

Based on Table 4, it can be seen that statement (1) shows the result that out of 57 respondents who answered strongly agree as many as 20 people with a percentage (35.1%), 29 people answered agree (50.9%), 8 people answered neutral (14.0 %), no respondents answered disagree and strongly disagree. In addition, an average score was obtained for item 1 of 4.21, which means that respondents tend to agree that they are satisfied because the quality of Honda Scoopy motorcycle products is in accordance with what consumers/students of Bina Karya Tebing Tinggi City expect.

In statement (2) the results show that out of 57 respondents as many as 30 people answered strongly agree with the percentage (52.6%), 19 people answered agree (33.3%), 8 people answered neutral (14.0%), none respondents who answered disagree and strongly disagree. The average score for item 2 is 4.38, which means that respondents tend to think that they strongly agree that they are interested in buying and owning a Honda Scoopy

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motorcycle product if there is a new model available.

In statement (3) the results show that out of 57 respondents as many as 28 people answered strongly agree with the percentage (49.1%), 24 people answered agree (42.1%), 5 people answered neutral (8.8%), none respondents who answered disagree and strongly disagree. The average score for item 3 is 4.40 so it can be seen that respondents tend to agree that they are willing to recommend Honda Scoopy Motorcycles to others so they are interested in buying them.

Of all the statement items regarding the Consumer Satisfaction Variable (Y) presented in Table 4, the average score of respondents' answers is 4.33. This shows that the majority of respondents agree with each item of the Consumer Satisfaction statement.

**Table 5** Distribution of Purchase Decision Variable Item Answers (Z)

Items	1		2		3		4		5		Means
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	11	19,3	22	38,6	24	42,1	4,22
2	-	-	-	-	5	8,8	22	38,6	30	52,6	4,43
3	-	-	-	-	6	10,5	21	36,8	30	52,6	4,42
4	-	-	-	-	6	10,5	21	36,8	30	52,6	4,42
<b>MeansBuying decision (Z)</b>											<b>4.37</b>

Source:Primary data processed, 2022

Based on Table 4.4, it can be seen that statement (1) shows the result that out of 57 responses and those who answered strongly agreed as many as 24 people with a percentage (42.1%), 22 people answered agree (38.6%), 11 people answered neutral (19.3 %), no respondents answered disagree and strongly disagree. In addition, an average score was obtained for item 1 of 4.22, which means that it shows a response and tends to agree that they choose a Honda Scoopy Motorcycle because it meets the needs that I need.

In statement (2) the results show that out of 57 responses and as many as 30 people answered strongly agree with the percentage (52.6%), 22 people answered agree (38.6%), 5 people answered neutral (8.8%), no there were respondents who answered disagree and strongly disagree. The average score for item 2 is 4.43 which means that respondents tend to agree that Honda Scoopy Motorcycles have benefits in the daily lives of female students.

In statement (3) the results show that out of 57 responses and as many as 30 people answered strongly agree with the percentage (52.6%), 21 people answered agree (36.8%), 6 people answered neutral (10.5%), none respondents who answered disagree and strongly disagree. The average score for item 3 is 4.42 so it can be seen that respondents tend to strongly agree and agree that they bought a Honda Scoopy Motorcycle because of recommendations from other Bina Karya students in Tebing Tinggi City.

Statement (4) shows the results that out of 57 respondents as many as 30 people answered strongly agree with the percentage (52.6%), 21 people answered agree (36.8%), 6 people answered neutral (10.5%), and none respondents who answered agreed and answered strongly disagree. The average score for item 4 is 4.42 so that it can be seen that respondents tend to agree that they are willing to repurchase Honda Scoopy Motorcycles because it suits me.

Of all the statement items regarding the Purchase Decision variable (Z) presented in Table 5,

the average score of respondents' answers is 4.37. This shows that the majority of respondents agree with each item of the Purchasing Decision variable statement.

**Table 6** Distribution of Brand Image Variable Item Answers (X)

Items	1		2		3		4		5		Means
	F	%	F	%	F	%	F	%	F	%	
1	-	-	-	-	5	8,8	22	38,6	30	52,6	4,43
2	-	-	-	-	6	10,8	24	42,1	27	47,4	4,36
3	-	-	-	-	5	8,8	26	45,6	26	45,6	4,36
<b>MeansBrand Image (X)</b>											<b>4,39</b>

Source: Primary Data processed, 2022

Based on Table 6, it can be seen that statement (1) shows the result that out of 57 respondents and those who answered strongly agreed as many as 30 people with a percentage (52.6%), 22 people answered agree (38.6%), 5 people answered neutral (8, 8%), no respondents answered disagree, and strongly disagree. In addition, an average score for item 1 was obtained of 4.43, which means that it shows a response and tends to agree that Honda Scoopy Motorcycles are very strong and well-known to Bina Karya students in Tebing Tinggi City so that some of the students use Honda Scoopy.

In statement (2) the results show that out of 57 responses and as many as 27 people answered strongly agree with the percentage (47.4%), 24 people answered agree (42.1%), 6 people answered neutral (10.8%), and did not there were respondents who answered disagree and strongly disagree. The average score for item 2 is 4.36 which means it shows a response and tends to agree that Honda Scoopy Motorcycles are very favorite among Bina Karya students at the City of Tebing Tinggi at this time.

In statement (3) the results show that out of 57 respondents, 26 people answered strongly agree with the percentage (45.6%), 26 people answered agree (45.6%), 5 people answered neutral (8.8%), none answered disagree and strongly disagree. The average score for item 3 is 4.36 so it can be seen that respondents tend to agree that Uniqueness Honda Scoopy Motorcycle products greatly affect the desire of Bina Karya students from Tebing Tinggi City to own them.

Of all the statement items regarding the Brand Image variable (X) presented in Table 4.5, the average score of respondents' answers is 6. This shows that the majority of respondents agree with each item of Brand Image variable statement.

**Table 7** Validity Test Results

Variable Consumer Satisfaction (Y)			
Statement	rcount	rtable	validity
1	0.628	0.3610	Valid
2	0.879	0.3610	Valid
3	0.830	0.3610	Valid
Purchasing Decision Variable (Z)			
Statement	rcount	rtable	validity
1	0.899	0.3610	Valid
2	0.754	0.3610	Valid
3	0.675	0.3610	Valid
4	0.891	0.3610	Valid
Brand Image Variable (X)			
Statement	rcount	rtable	validity
1	0.845	0.3610	Valid
2	0.959	0.3610	Valid
3	0.910	0.3610	Valid

Source: Primary data processed, 2022

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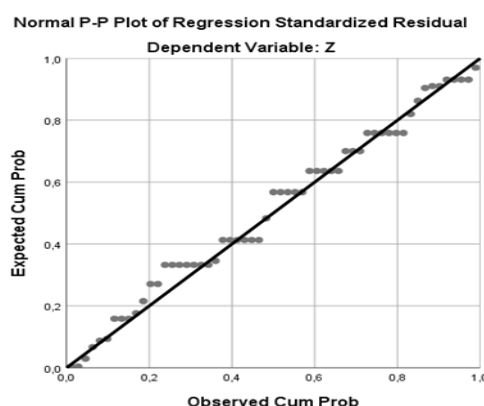
Table 7 shows that all statement points, both the Consumer Satisfaction variable (Y), the Purchase Decision variable (Z) and the Brand Image variable (X) have a higher r count value than the r table value, so it can be concluded that all statements of each variable declared valid.

**Table 8** Reliability Test Results

Variable	Cronbach Alpha	Constant	Reliability
Consumer Satisfaction Variable (Y)	0.820	0.6	Reliable
Purchase decision variable (Z)	0.817	0.6	Reliable
Brand image variable (X)	0.864	0.6	Reliable

Source: Primary data processed, 2022

Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tools in this study have fulfilled the reliability test (reliable and can be used as a measuring tool).



**Figure 1** Normal P Plot of Equation I

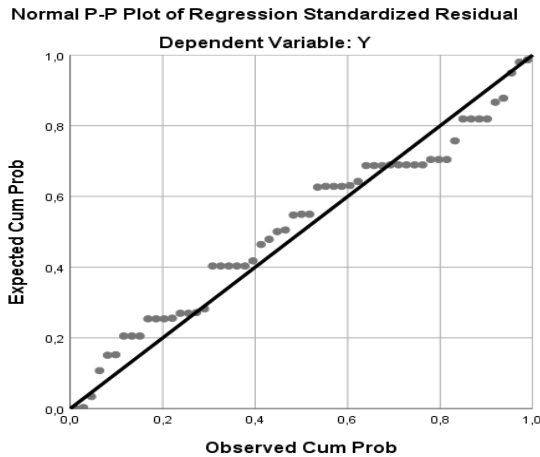
Data that is normally distributed will form a straight diagonal line and plotting the residual data will be compared with the diagonal line, if the distribution of the residual data is normal then the line that describes the actual data will follow the diagonal line(Ghozali, 2016).The test results using SPSS 25 are as follows:

**Table 9** One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		57
Normal Parameters, b	Means	17.5087719
	std. Deviation	1.17733560
Most Extreme Differences	absolute	,196
	Positive	,143
	Negative	-,196
Test Statistics		,196
asymp. Sig. (2-tailed)		,000c
Monte Carlo Sig. (2-tailed)	Sig.	,120d
	99% Confidence Intervals	LowerBound Upperbound

Source: Primary data processed, 2022

From the output in table 9 it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.120. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.



**Figure 2** Normal P Plot Equation II

Data that is normally distributed will form a straight diagonal line and plotting the residual data will be compared with the diagonal line, if the distribution of the residual data is normal then the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25 are as follows:

**Table 10** One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value	
N		57	
Normal Parameters, b	Means	13,0000000	
	std. Deviation	1.24824112	
Most Extreme Differences	absolute	,161	
	Positive	,104	
	Negative	-,161	
Test Statistics		,161	
asympt. Sig. (2-tailed)		,001c	
Monte Carlo Sig. (2-tailed)	Sig.	,193d	
	99% Confidence Intervals	LowerBound	,185
		Upperbound	,110

Source: Primary data processed, 2022

From the output in table 4.9 it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.193. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

**Table 11** Multicollinearity Test Results

Model	Collinearity Statistics	
	tolerance	VIF
1 (Constant)		
X	,687	1.455
Z	,687	1.455

Source: Primary data processed, 2022

Based on table 11 it can be seen that the tolerance value of the Brand Image variable (X) is 0.468 and the Purchase Decision (Z) is 0.687 which is greater than 0.10 while the VIF value of the Brand Image variable (X) is 1.455 and the Purchase Decision is 1.455

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where it is less than 10. Based on the results of the calculation above it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there are no symptoms of correlation in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

**Table 12** Glejser Test Results  
**Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	-,366	,703		-,520	,605
	BRAND IMAGE	,019	,054	,055	,343	,733
	BUYING DECISION	,043	,044	,155	,965	,339

Source: Primary data processed, 2022

Based on table 12, it is known that the significant value of the Brand Image variable (X) is 0.733, the significant value of the Purchase Decision variable (Z) is 0.339, where both are greater than 0.05 so it can be concluded that there are no symptoms of heteroscedasticity in this study.

**Table 13** Linear Regression Results Equation I  
**Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8,451	1,826		4,629	,000
	X	,687	,137	,559	5,002	,000

Source: Primary data processed, 2022

Based on these results, the linear regression equation has the formulation:  $Z = b_0 + b_1X + e_1$ , so that the equation is obtained:  $Z = 8.451 + 0.687X + e_1$

The description of the multiple linear regression equation above is as follows:

- A constant value ( $b_0$ ) of 8.451 indicates the magnitude of the Purchase Decision variable (Z) if the Brand Image variable (X) is equal to zero.
- The regression coefficient value of the Brand Image variable (X) ( $b_1$ ) is 0.687 indicating the large role of the Brand Image variable (X) on the Purchase Decision variable (Z). This means that if the Brand Image variable factor (X) increases by 1 unit value, it is predicted that the Purchase Decision variable (Z) will increase by 0.687 value units.

The results of data processing for equation II can be seen in table 14 below:

**Table 14** Linear Regression Results Equation II

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	1,897	1,061		1,787	,079
	X	,182	,082	,206	2,221	,031
	Z	,497	,067	,693	7,481	,000

Source: Primary data processed, 2022

Based on these results, the linear regression equation has the formulation:  $Y = b_0 + b_2X + b_3Z + e_2$ , so that the equation is obtained:  $Y = 1.897 + 0.182X + 0.497Z + e_2$



The description of the multiple linear regression equation above is as follows:

- A constant value ( $b_0$ ) of 1.897 indicates the magnitude of the Consumer Satisfaction variable ( $Y$ ) if the Brand Image variable ( $X$ ) and Purchase Decision variable ( $Z$ ) are equal to zero.
- The regression coefficient value of the Brand Image variable ( $X$ ) ( $b_2$ ) is 0.182 indicating the large role of the Brand Image variable ( $X$ ) on the Consumer Satisfaction variable ( $Y$ ). This means that if the Brand Image variable factor ( $X$ ) increases by 1 unit value, it is predicted that the Consumer Satisfaction Variable ( $Y$ ) will increase by 0.182 value units assuming the Purchase Decision variable ( $Z$ ) is constant.
- The regression coefficient value of the Purchase Decision variable ( $Z$ ) ( $b_3$ ) is 0.497 indicating the magnitude of the role of the Purchase Decision variable ( $Z$ ) on the Consumer Satisfaction variable ( $Y$ ) assuming the Brand Image variable ( $X$ ) is constant. This means that if the purchasing decision variable factor ( $Z$ ) increases by 1 unit value, it is predicted that the Consumer Satisfaction variable ( $Y$ ) will increase by 0.497 value units assuming the Brand Image variable ( $X$ ) is constant.

**Table 15** Coefficient of Determination of Equation I

Summary modelb				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,559a	,313	,300	1.76132

Source: Primary data processed, 2022

Based on table 15, it can be seen that the R square value is 0.313 or 31.3%. This indicates that the Brand Image variable ( $X$ ) can explain the Purchase Decision Variable ( $Z$ ) of 31.3%, the remaining 68.7% (100% - 31.3%) is explained by other variables outside this research model, for example factors that influence Purchasing Decisions namely: cultural, social, personal and psychological. The coefficient of determination of equation II can be seen in Table 15 below:

**Table 16** Coefficient of Determination of Equation II

Summary modelb					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	,826a	,682	,670	,86865	2,259

Source: Primary data processed, 2022

Based on table 16, it can be seen that the value of the adjusted R square is 0.670 or 67%. This shows that the Brand Image variable ( $X$ ) and Purchase Decision variable ( $Z$ ) can explain the Consumer Satisfaction Variable ( $Y$ ) of 67%, the remaining 33% (100% - 67%) is explained by other variables outside this research model. , Factors that influence consumer satisfaction, namely: product quality, service quality, pricing, pleasant shopping experience, testimonials from other people.

**Table 17** Partial Test (t) Equation I

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8,451	1,826		4,629	,000
	X	,687	,137	,559	5,002	,000

Source: Primary Data processed, 2022

- Hypothesis Testing Effect of Brand Image variable ( $X$ ) on Purchasing Decision variable ( $Z$ )

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The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

- a) Reject the hypothesis if  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or Sig.  $> 0.05$
- b) Accept the hypothesis if  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or Sig.  $< 0.05$

Table 17 obtains a  $t_{count}$  value of 5.002 With  $\alpha = 5\%$ ,  $t_{table}$  (5% ;  $n_k = 57-1 = 56$ ) a  $t_{table}$  value of 2.003 is obtained. From this description it can be seen that  $t_{count}$  (5.002)  $>$   $t_{table}$  (2.001), likewise with a significance value of 0.000  $< 0.05$ , it can be concluded that the first hypothesis is accepted, meaning variable Brand Image (X) effect to the Purchasing Decision variable (Z).

The results of this study are in accordance with the results of research conducted Based on research (Budiono, 2015) with title The Effect of Service Quality, Price, Promotion, and Brand Image on Customer Satisfaction Through Purchasing Decisions.

**Table 18** Partial Test (t) Equation II

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	1,897	1,061		1,787	,079
	X	,182	.082	,206	2,221	.031
	Z	,497	,067	,693	7,481	,000

Source: Primary data processed, 2022

1) Hypothesis Testing Effect of Brand Image variable (X) on Consumer Satisfaction variable (Y)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

- a) Reject the hypothesis if  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or Sig.  $> 0.05$
- b) Accept the hypothesis if  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or Sig.  $< 0.05$

From table 18, the  $t_{count}$  value is obtained 2,221 With  $\alpha = 5\%$ ,  $t_{table}$  (5% ;  $n_k = 57-2 = 55$ ) obtained a  $t_{table}$  value of 2.004. From this description it can be seen that  $t_{count}$  (2,221)  $>$   $t_{table}$  (2.004), likewise with a significance value of 0.031  $< 0.05$ , it can be concluded that the second hypothesis is accepted, meaning variable Brand Image (X) effect on the variable Consumer Satisfaction (Y).

The results of this study are in accordance with the results of research conducted by (Hartono & Wahyono, 2015) by title The Effect of Brand Image and Quality on Consumer Satisfaction Through Purchasing Decisions as Intervening Variables.

2) Hypothesis Test Effect of Purchasing Decision variable (Z) on Consumer Satisfaction variable (Y)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

- a) Reject the hypothesis if  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or Sig.  $> 0.05$
- b) Accept the hypothesis if  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or Sig.  $< 0.05$

Table 18 obtains a  $t_{count}$  value of 7.481 With  $\alpha = 5\%$ ,  $t_{table}$  (5% ;  $n_k = 57-2 = 55$ ) a  $t_{table}$  value of 2.004 is obtained. From this description it can be seen that  $t_{count}$  (7.481)  $>$

table (2.004), and the value the significance is  $0.000 < 0.05$ , it can be concluded that the third hypothesis is accepted, meaning variable Purchase Decision (Z) effect on the variable Consumer Satisfaction (Y).

The results of this study are in accordance with the results of research conducted by (Hartono & Wahyono, 2015) by title The Effect of Brand Image and Quality on Consumer Satisfaction Through Purchasing Decisions as Intervening Variables.

**Table 19** Value of Standardized Coefficients Equation I

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8,451	1,826		4,629	,000
	X	,687	,137	,559	5,002	,000

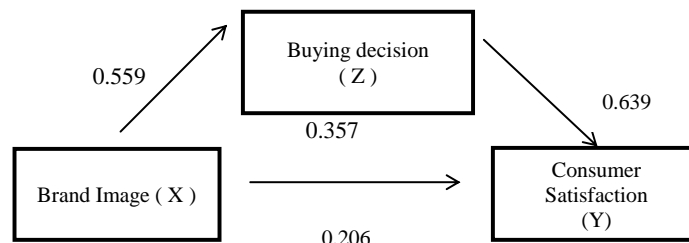
Source: Primary data processed, 2022

**Table 20** Value of Standardized Coefficients Equation II

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	1,897	1,061		1,787	,079
	X	,182	,082	,206	2,221	,031
	Z	,497	,067	,693	7,481	,000

Source: Primary data processed, 2022

Furthermore, the value of standardized coefficients beta will be entered into the path analysis image.



**Figure 3** Path Analysis

Results table 21 Shows that The path analysis image shows the direct effect of the Brand Image variable (X) on the Consumer Satisfaction variable (Y) of 0.206. While the direct effect through the variable Purchase Decision (Z) is  $0.559 \times 0.639 = 0.357$ . From the calculation results obtained, it shows that the direct effect through the Purchase Decision variable (Z) is greater than the direct effect on the Consumer Satisfaction variable (Y). These results indicate that the Consumer Satisfaction variable can be a bridging variable or a mediating variable between Brand Image variables on Consumer Satisfaction.

**Table 21** Direct and Indirect Relations

No	Variable	Direct	Indirects	Total	Criteria	Conclusion
1	X>Z>Y	0.206	0.357	0.563	Direct Effects < Indirect	Hypothesis Accepted

Source: Primary data processed, 2022

***THE INFLUENCE OF BRAND IMAGE ON CONSUMER SATISFACTION WITH PURCHASING DECISIONS AS INTERVENING VARIABLES (Case Study on Students of STIE Bina Karya Kota Tebing Tinggi)***

*Benhart Nainggolan*

**4. DISCUSSION**

Based on the results of hypothesis testing that has been done, the next stage is an explanation of the relationship between the variables in this study which is then linked to consumer behavior, previous studies and management science so that it can support pre-existing statements. The explanation of the results is as follows:

**4.1 Effect of Brand Image (X) on Purchase Decision (Z)**

Based on the results of the analysis of hypothesis 1, it can be seen that with a significance value of  $0.000 < 0.05$ , it can be concluded that the first hypothesis is accepted, meaning variable Brand Image (X) effect to the Purchasing Decision variable (Z).

This is in accordance with research (Budiono, 2015) with title *The Effect of Service Quality, Price, Promotion, and Brand Image on Customer Satisfaction Through Purchasing Decisions*, Brand image has a direct effect on purchasing decisions, and it can be seen from table 4.5 the brand image with the highest statement value with a mean value of 4.43. Which means that Brand Image is the main consideration factor for students and female students who decide to buy a Honda Scoopy motorbike because Honda Scoopy motorbikes are very popular among teenagers today.

**4.2 Effect of Brand Image (X) on Consumer Satisfaction (Y)**

Based on the results of the analysis of hypothesis 2, it can be seen that with a significance value of  $0.031 < 0.05$ , it can be concluded that the second hypothesis is accepted, meaning variable Brand Image (X) effect on the variable Consumer Satisfaction (Y).

This is appropriate (Rico, 2018) *The Influence of Product Quality and Brand Image on Consumer Satisfaction Through Purchasing Decisions as Intervening Variables (Case Study of Internet Cafe Users of Telkom Speedy in Siantar Timur District)*. And it can be seen from table 4.5 in statement 2 with a mean value of 4.36. Which means that Brand Image is the main consideration factor for Honda Scoopy motorbikes because Honda Scoopy motorbikes are very favorite among college students so they feel satisfied when using Honda Scoopy motorbikes.

**4.3 Effect of Purchase Decision (Z) on Consumer Satisfaction (Y)**

Based on the results of the analysis of hypothesis 3, it can be seen that from the description it can be seen that the significance value is  $0.000 < 0.05$ , so it can be concluded that the third hypothesis is accepted, meaning variable Purchase Decision (Z) effect on the variable Consumer Satisfaction (Y).

This is in line with research (Budiono, 2015) with title *The Effect of Service Quality, Price, Promotion, and Brand Image on Customer Satisfaction Through Purchasing Decisions*, Brand image has a direct effect on purchasing decisions, and it can be seen from table 4.4 in statement 2 with a mean value of 4.43. Which means that the Purchase Decision is the main consideration factor for Honda Scoopy motorcycles and students buy Honda Scoopy motorcycle products because of recommendations from college friends so that students feel satisfied to use Honda Scoopy motorcycles.

**4.4 Effect of Brand Image (X) on Consumer Satisfaction (Y) through Purchase Decision (Z)**

Based on the results of the analysis of hypothesis 4 shows that the calculation results obtained show that the direct effect through the Purchase Decision variable (Z) is greater than the direct effect on the Consumer Satisfaction variable (Y).

These results indicate that the Consumer Satisfaction variable can be a bridging variable or a mediating variable between Brand Image variables on Consumer Satisfaction.

## 5. CONCLUSION

The results of this study have several implications for Honda Scoopy motorcycles, namely, The results of this study can be used as a basis for Honda Scoopy motorcycles to improve a good brand image in terms of consumer satisfaction with motorcycles offered to increase purchasing decisions so that students feel more satisfied when using Honda Scoopy motorcycles. The results of this study indicate that brand image can affect consumer satisfaction. (Y) through the Purchase Decision (Z) is greater than the direct influence between Brand Image variables (X) on Consumer Satisfaction (Y).

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