

The Effect of Brand and Product Quality on Interest in Buying Electric Motorcycles with Customer Satisfaction as an Intervening Variable (Study at PT Gesit Motor Nusantara)

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Abstract. Based on data from 2022-2024 on electric motorcycle sales at PT Gesit Motor Nusantara, purchasing interest remains low and needs to be increased. Several factors influencing consumer purchasing interest include a strong and trusted brand, good product quality in terms of function, durability, reliability, and ease of use. Furthermore, customer satisfaction is also a factor, as satisfied customers are likely to be loyal and recommend the product to others. This research is an explanatory quantitative study with a quantitative approach. The research population is PT Gesit Motor Nusantara customers. The sample is a number of 100 customers PT Gesit Motor Nusantara used accidental sampling. Data collection used a questionnaire. In this study, data analysis used the SEM-PLS method with SmartPLS (Partial Least Square) software. Research results: 1) Brand has a positive and significant effect on customer satisfaction, meaning the better the image of a brand in the eyes of customers, the higher the level of customer satisfaction, 2) Brand has a positive and significant effect on purchasing interest, meaning the better the brand, the more interested consumers are in buying the product, 3) Customer satisfaction has a positive and significant effect on purchasing interest, meaning the higher the level of customer satisfaction with a product, the more they want to buy again, 4) Product quality has a positive and significant effect on customer satisfaction, meaning the higher the quality of the product, the higher the level of customer satisfaction, 5) Product quality has a positive and significant effect on purchasing interest, meaning the better the quality of the product, the consumer's interest in buying the product will also increase, 6) Customer satisfaction is able to mediate the positive and significant effect of the brand on purchasing interest, meaning that brand quality builds satisfaction, and satisfaction is what ultimately drives purchasing interest. 7) Customer satisfaction is able to mediate the positive and significant effect of product quality on purchasing interest, meaning that good product quality will increase customer satisfaction, and customer satisfaction is what drives consumer purchasing interest.

Keywords: Brand and Product; Customer; Electric Motorcycles; Quality.

1. Introduction

Technological advances have impacted transportation, including the shift to environmentally friendly and efficient electric motorcycles. Electric motorcycles are innovative vehicles considered environmentally friendly. In Indonesia, the popularity of electric motorcycles is increasing due to their perceived environmental friendliness. Electric motorcycles are expected to be a sustainable solution to address global challenges resulting from energy scarcity and environmental pollution. Electric motorcycles offer advantages over conventional fuel-powered vehicles, namely the absence of exhaust emissions. The government also supports electric transportation to reduce greenhouse gas emissions. This aligns with the global commitment to achieve zero emissions by 2060 (Bureau of Communication and Public Information, 2022).

According to Wijaya (2021), following the enactment of Presidential Regulation of the Republic of Indonesia Number 55 of 2019, the number of electric vehicle users in Indonesia has increased significantly. This reflects a growing awareness of the importance of the environment and technological advancements. In recent years, the use of electric two-wheeled vehicles in Indonesia has reached extraordinary levels. Research by Deloitte and Foundry shows that the use of electric motorcycles in Indonesia has increased 13-fold over the past two years (Annur, 2023). The government has taken steps to strengthen the development of battery-based electric vehicles, including Presidential Regulation Number 55 of 2019 and Regulation of the Minister of Industry Number 6 of 2023.

The Indonesian Electric Motorcycle Industry Association (AISMOLI) recorded that the number of electric motorcycles in Indonesia had only reached 59,000 units as of June 2024. The government's target for electric motorcycle manufacturers aims to encourage the growth of the electric motorcycle industry and increase the public's transition to electric motorcycles. The Indonesian government has set a target of 13.5 million electric motorcycle sales by 2030 (Ramadhan, 2023). The following is data on electric motorcycle sales from 2022 to 2024 at PT Gesit Motor Nusantara:

Table 1.1

Electric Motorcycle Sales Data for 2022-2024

No	Year	Sales Amount
1	2022	11800
2	2023	10500
3	2024	9300

The data above shows that consumer purchasing interest in electric motorbikes is still low, it needs to be increased further, namely by creating something that can be recorded in the consumer's mind and then making it a very strong desire through motivation (Fitriah, 2018). Purchasing interest according to Febriani & Dewi, (2019) is defined as something that appears by itself after receiving stimulation from the goods that have been seen, there begins to arise the interest in buying and owning it. According to Kotler and Amstrong (2017: 5) purchasing interest is something that arises after receiving stimulation from the product that has been seen, then the desire to buy and own it arises. Referring to the explanation above, it can be concluded that purchasing interest is a customer's interest in a product/service and the emergence of a desire to own the product/service by purchasing it.

2. Research Methods

In this study, all research results are presented in numerical form and then analyzed using statistics. Therefore, a quantitative approach is used. Quantitative research emphasizes the measurement and analysis of causal relationships between various variables, rather than the process itself. The investigation is viewed within a value-free framework (Handayani, 2020).

Based on the research objectives that have been set, this type of research is explanatory research, namely research that proves the existence of cause and effect and relationships that influence or are influenced by two or more variables being studied.(Umar, 2019). The purpose of explanatory research is to test hypotheses and examine the influence of independent variables on dependent variables, namely the influence of brand and product quality on the interest in purchasing electric motorbikes with customer satisfaction as an intervening variable (study at PT Gesit Motor Nusantara).

3. Results and Discussion

3.1. The Influence of Brand on Customer Satisfaction

The results of the study show that brands have a positive and significant influence on customer satisfaction, meaning that the better the image of a brand in the eyes of customers, the higher the level of customer satisfaction with the product/service.

According to Setiadi (2020), brand image represents the overall perception of a brand formed from information and past experiences with the brand. Meanwhile, Miati (2020) states that brand image is a set of beliefs, ideas, and impressions that a person has about a brand. Kotler and Keller (2016) state that brand image describes the strong nature of products and services, including how the brand tries to meet the psychological or social needs of customers. The higher the quality, the better the image will stick in the minds of customers, and the greater the likelihood that this good image will be considered in purchases and chosen by customers.

The results of this study align with those of Waliyuddin & Tuti (2023); Kurnia & Rachmawati (2024); Nurkariani & Yani (2021); Dewanti, Anggraini & Jodi (2023), which found that brand image has a positive and significant effect on customer satisfaction. Customers who are satisfied with the service and have a positive perception of the company's brand image are more likely to continue using the product or service. Conversely, dissatisfaction and a negative brand image can lead to decreased loyalty and switching to competitors (Gultom et al., 2020).

Brand image is the perception formed in the minds of consumers about a brand based on the experiences, interactions, and communications they have with the brand. Therefore, a brand with a strong and positive image will provide added value to the company, influence purchasing decisions, and create customer satisfaction (Kurniawan, Wahyudi & Hellyani, 2023). A study by Wang & Sengupta (2020) shows that a strong brand image can increase customer satisfaction by creating positive expectations before they consume the product.

Brand image plays a crucial role because it directly impacts public perception of a product's quality, uniqueness, and cultural value. When consumers perceive a brand as having a strong, trustworthy, and high-quality identity, they are more likely to feel satisfied and confident in the product (Putra, 2021). A strong brand image can enhance consumer pride in consuming a product, provide confidence in its quality, and encourage repeat purchases and recommendations (Haryono & Octavia, 2020).

3.2. Brand Influence on Purchase Intention

The results of the study show that brands have a positive and significant influence on purchasing interest, meaning that the better or stronger the brand, the more interested consumers are in buying the product.

The results of this study align with those of Rahma & Setiawan (2022); Mahendra & Kusdiyanto (2024); Ningsih & Anah (2021); and Wulandari, Nur & Isalman (2025), which found that brand image has a positive and significant effect on purchase intention. This means that every improvement in brand image leads to an increase in consumer purchase intention.

Brand image is a crucial component of a company's overall marketing strategy, as it reflects consumers' perceptions and beliefs about a particular brand (Wardhana 2024:186). Kurniawan (2020) states that brand image is the perception and trust of customers that motivate them to make purchasing decisions. Similarly, Putri, Agung, & Kusuma (2025) state that a positive brand image plays a crucial role in increasing purchasing interest by providing clear benefits and competencies to consumers.

Brand image can be defined as the impression that develops from a product or service brand that is used and is formed based on the product's tangible and intangible advantages because it is structured through certain beliefs, thoughts, and values, thus creating a unique brand (Meutia et al., 2021). A strong brand image will influence more people to make purchasing decisions, because the brand is one of the key beliefs that can be used as a reason for consumers to buy a product. Brand image is a form of information available about the products, services, and company of the brand in question (Amilia, 2017).

Brand image is one of the factors influencing consumer purchasing interest (Wulandari, Nur & Isalman, 2025). With a brand image, consumers will remember a brand from a specific product line. Furthermore, this experience will be reflected or depicted in the brand, forming a positive brand image, depending on various previous experiences and images of the brand or company, which will then encourage consumers to purchase a product. Therefore, brand image is very influential in determining consumer purchasing interest.

3.3. The Influence of Customer Satisfaction on Purchase Intention

The results of the study show that customer satisfaction has a positive and significant effect on purchasing interest, meaning that the higher the level of customer satisfaction with a product, the greater their tendency to want to repurchase the product.

Kotler and Keller (2017) state that consumer satisfaction is a consumer's feeling, whether it is pleasure or disappointment, that arises when they compare a product's performance with their expectations about the product. Consumer satisfaction can also be seen from how customers assess the perceived discrepancy between the product's actual performance and initial expectations (or certain performance standards) that are felt after obtaining the product and service (Tjiptono and Chandra, 2017). Consumer satisfaction is the level of a person's feelings after comparing the product's performance that they feel with their expectations (Indasari, 2019).

The results of this research are in line with research by Faizah, Hakim & Rosiawan (2023); Laras, Zaharuddin & Supriyadi (2025); Albi, Parlyna & Hidayat (2021); Alamudi & Utomo (2022) that there is an influence of customer satisfaction on repurchase intention. Customer satisfaction can grow trust. Trust can make customers buy something more often (Ali et al, 2023). In line with Pamenang & Soesanto's (2020) statement, if consumers feel satisfied, they will have an emotional bond with the company. This will encourage consumers to return to making purchases at the restaurant.

Customer satisfaction is a measure of the feelings a customer experiences after purchasing a product or service and comparing it to their expectations (Silalahi, Pasaribu & Pasaribu, 2022). Consumer satisfaction or dissatisfaction is a consumer's experience of the product they consume. The satisfaction a consumer experiences can encourage repeat purchases, product loyalty, or loyalty to the store where they purchased the item, leading to positive reviews from others (Sidanta, Christian, Hadi & Angelia, 2022). Customer satisfaction engagement is used to determine its contribution to increasing customer purchase intention. If consumers are interested in a product or service, they are more likely to make a purchase (Alhakimi and Albashiri, 2023).

Customer satisfaction relates to the magnitude and direction of confirmation or disconfirmation between post-purchase and post-use, or the evaluation of product or service performance and customer assessment before purchasing. Customer dissatisfaction also occurs if the selected outcome does not meet the buyer's expectations (Andari & Mathori, 2023). Research conducted by Imran (2018) shows that customer satisfaction has a positive and significant effect on repurchase intention. In other words, customer repurchase intention is determined by the level of customer satisfaction. Improving product quality to create positive reviews from customers and consumer satisfaction must be considered to create repurchase intention, thereby increasing company profits.

3.4. The Influence of Product Quality on Customer Satisfaction

The results of the study show that product quality has a positive and significant effect on customer satisfaction, meaning that the higher the product quality (durability, reliability, attractive design, good performance), the higher the level of customer satisfaction.

Product quality is the characteristics of products and services that support their ability to satisfy consumer needs (Ningsih, Handoko & Putra, 2022). According to Kotler & Armstrong (2017), product quality is the ability of a product to perform its functions, including overall durability, reliability, accuracy, ease of operation, product maintenance, and other product attributes. Good product quality will make consumers feel satisfied with their purchase.

The results of this study align with those of Auliah, Musa & Natsir (2022); Meliala & Tanjung (2025); Tamon, Manoppo & Tamengkel (2021); and Herlambang & Komara (2021), which

found that product quality has a positive and significant impact on customer satisfaction. With adequate product quality, customers will feel satisfied, and their needs will be immediately met. Product quality reflects the extent to which a product is able to meet and satisfy consumer needs. This theory indicates that product quality can influence consumer/customer satisfaction. Consumers will feel satisfied if they purchase and use products of good quality.

Product quality is a crucial factor in increasing customer satisfaction (Hidayat, Bismo, & Basri, 2020). According to Irawan (2019), product quality is one dimension of customer satisfaction. Customers feel satisfied after purchasing and using a product if the product quality is good or their expectations are met. Research by Herlambang & Komara (2021) indicates that consumer experience in purchasing a product will influence their assessment of that product. If product quality can satisfy consumer desires, consumers will give a positive assessment of the product.

In Susetyo's research, Nurkhasanah & Jamil (2023) concluded that good product quality will not disappoint consumers, but conversely, if the product quality is low, it will cause dissatisfaction for consumers.

3.5. The Influence of Product Quality on Purchase Interest

The results of the study show that product quality has a positive and significant effect on purchasing interest, meaning that if the product quality is higher, consumer interest in purchasing the product will also increase proportionally and significantly.

The results of this study align with those of Setiawan (2020); Nazara & Yunita (2023); Murni Daya (2024); Asiku, Ahmad & Isa (2024); Antonia & Alexander (2022), who found that product quality has a positive and significant impact on consumer purchasing interest. The better the product quality, the more likely consumers are to make repeat purchases. However, if the product quality does not meet expectations, consumers will shift their purchases to other similar products.

Kotler and Armstrong (2017), define "product quality as one of the potential strategic weapons to defeat competitors, so only companies with the best product quality will grow rapidly, and in the long term the company will be more successful than other companies". The advantages of an item or product produced by a company can be known by consumers and will create awareness of the product brand. Superior product quality, both from the taste offered, attractive packaging variations will be able to attract interest from customers who will certainly make a purchase process.

The results of this study are consistent with the theory proposed by Kotler (2017), which states that one of the factors shaping purchasing interest is product quality, where product attributes, considered in terms of their physical benefits, are one of the factors that can be

indicated to shape purchasing interest. Rizky (2022) also argues that good product quality will provide a positive impact, thereby increasing consumer purchasing interest. If consumers feel interested in owning the product, they will make a purchase decision and will recommend the product to their relatives. Meanwhile, according to Karundeng et al. (2019), product quality must have quality as a basis for business strategies that provide goods or services to satisfy consumers, thereby creating purchasing interest in consumers.

3.6. Brand Influence on Purchase Intention through Customer Satisfaction

The results of the study show that customer satisfaction is able to mediate the positive and significant influence of brands on purchasing interest, meaning that brand quality builds satisfaction, and it is satisfaction that ultimately drives purchasing interest.

The results of this study align with those of Winoto, Tecolu & Ferryday (2022); Nurjannah & Hayadi (2025); and Erwantu & Soenarmi (2025), which found that customer satisfaction mediates the relationship between brand image and purchase intention. A positive brand image and good product quality create a satisfying experience for customers. Satisfied customers are more likely to make repeat purchases, be more loyal, and recommend products.

Moorhead & Griffin (2018) stated that customers who are satisfied with a product or service they have purchased will make repeat purchases. Repeat purchases are a manifestation of customer satisfaction with a product that meets or even exceeds expectations. Consumer purchasing intention is the stage where consumers form their choices among several brands in a competitive battle, then ultimately make a purchase of their most preferred alternative (Suyono, Sukmawati & Pramono, 2017).

Brands play a crucial role in influencing potential customers. When a brand is trusted by the public and buyers, a company will naturally gain many new customers who will be loyal to the products it sells. A good brand image can create a positive experience/impression of a product, thus creating a positive/favorable perception of the company. This shows that a good brand image not only attracts consumers' interest in making their first purchase but also builds long-term customer loyalty. The quality of a brand image is often a factor in making someone reconsider purchasing a product. If the brand image is poor, consumers will certainly assume the product is also inferior, thus losing interest in purchasing it (Nauliy & Saryadi, 2021).

Satisfaction is the psychological foundation for customer loyalty. Research by Prasetya and Widodo (2021) supports this finding by confirming that satisfaction is a powerful mediating mechanism. In this study, satisfaction is not only a result of brand image and promotion but also strengthens the effect of both on repurchase intention, thus serving as a psychological bridge connecting marketing stimuli with behavioral responses.

3.7. The Influence of Product Quality on Purchase Interest through Customer Satisfaction

The results of the study show that customer satisfaction is able to mediate the positive and significant influence of product quality on purchasing interest, meaning that good product quality will increase customer satisfaction, and it is this customer satisfaction that then significantly drives consumer purchasing interest.

The results of this study align with those of Chriswinanto (2021); Prasetya & Nurmansyah (2024); Febrianto et al. (2021); Aulia & Herawati (2023); (Aisyah & Fandiyanto, 2022); (Marwanto et al., 2022); and Nur & Nurtjahjadi (2025), who stated that consumer satisfaction can positively and significantly mediate the relationship between product quality and repurchase intention. Higher product quality will increase customer satisfaction, and high customer satisfaction will encourage increased repurchase intention.

A factor influencing repurchase intention is product quality (Hidayah & Apriliani, 2019). Product quality aims to demonstrate product durability, trustworthiness, product accuracy, ease of use and maintenance, and other assessed attributes (Fatmalawati & Andriana, 2021). Consumers who want to buy a product will first consider its quality. A positive response to the quality of a company's products or services will lead to repurchase intention in consumers (Hudzaifah, 2018).

Customer satisfaction also significantly influences repurchase intention. Satisfaction is essentially a commitment to consume a product issued by a manufacturer. Customer satisfaction plays a crucial role in repurchase decisions (Fakaubun, 2019). This is in line with the research findings of Aunillah, Ediyanto & Soeliha (2022), which stated that there is a significant influence between product quality and repurchase intention through consumer satisfaction. This means that products with good product quality will increase consumer satisfaction, thus enabling consumers to make repeat purchases.

Previous research by Fuadi & Budiantono (2021) showed that product quality positively and significantly influences repurchase intention. If customers are satisfied with the quality of the product offered, their purchase intention will increase and they are more likely to make a purchase. This research was also supported by Ramdhani and Widyasari (2022), who stated that customer satisfaction has a positive and significant impact on repurchase intention. This finding is further supported by Mahemba & Rahayu's (2019) statement that customer satisfaction mediates the influence of product quality on repurchase intention. This indicates that the higher the level of customer satisfaction, the higher the likelihood of repurchasing.

4. Conclusion

Brand has a positive and significant influence on customer satisfaction, meaning that the better the image of a brand in the eyes of customers, the higher the level of customer

satisfaction. Brand has a positive and significant influence on purchasing interest, meaning that the better the brand, the more interested consumers are in buying the product. Customer satisfaction has a positive and significant effect on purchasing interest, meaning that the higher the level of customer satisfaction with a product, the greater their desire to buy it again. Product quality has a positive and significant effect on customer satisfaction, meaning that the higher the product quality, the higher the level of customer satisfaction. Product quality has a positive and significant effect on purchasing interest, meaning that the better the product quality, the more consumers' interest in purchasing the product will increase. Customer satisfaction is able to mediate the positive and significant influence of brands on purchasing interest, meaning that brand quality builds satisfaction, and it is satisfaction that ultimately drives purchasing interest. Customer satisfaction is able to mediate the positive and significant influence of product quality on purchasing interest, meaning that good product quality will increase customer satisfaction, and it is customer satisfaction that drives consumer purchasing interest.

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