



## The Influence of Brand Image, Brand Equity, and Influencers on Yamaha Motorcycle Purchase Decisions among University Students

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**Abstract:** Penelitian terdahulu menunjukkan hasil yang kontradiktif mengenai efektivitas citra merek dan ekuitas merek dalam memengaruhi keputusan pembelian konsumen muda di era digital. Penelitian ini menganalisis pengaruh citra merek, ekuitas merek, dan influencer terhadap keputusan pembelian sepeda motor Yamaha di kalangan mahasiswa, dengan fokus mengidentifikasi faktor-faktor dominan dalam konteks pemasaran digital modern. Pendekatan kuantitatif digunakan melalui survei terhadap 96 mahasiswa Universitas Kristen Paulus Indonesia Makassar yang menggunakan sepeda motor Yamaha. Data dianalisis menggunakan Structural Equation Modeling (SEM) dengan SmartPLS 4. Temuan tersebut mengungkapkan hasil yang mengejutkan: citra merek ( $t$ -statistik = 1,069,  $p = 0,285$ ) dan ekuitas merek ( $t$ -statistik = 1,142,  $p = 0,253$ ) tidak memengaruhi keputusan pembelian secara signifikan. Sebaliknya, influencer menunjukkan pengaruh positif yang signifikan ( $t$ -statistik = 6,021,  $p = 0,000$ ,  $f^2 = 0,504$ ) dengan kemampuan menjelaskan 52,3% varians keputusan pembelian. Temuan ini menantang asumsi konvensional tentang kekuatan merek dan menegaskan pergeseran paradigma dari pemasaran yang berpusat pada merek menjadi pemasaran yang berpusat pada pengaruh sosial di kalangan konsumen digital. Implikasi praktis menunjukkan bahwa Yamaha dan perusahaan otomotif lainnya harus mengalihkan investasi pemasaran dari penguatan citra merek tradisional ke strategi pemasaran influencer yang autentik dan personal untuk segmen mahasiswa.

**Kata Kunci:** Citra merek, ekuitas merek, pemasaran influencer, keputusan pembelian, konsumen asli digital, SEM-PLS, generasi Z.

**Abstract:** Previous research has reported mixed findings regarding the effectiveness of brand image and brand equity in shaping young consumers' purchasing decisions in the digital era. This study examines the impact of brand image, brand equity, and influencers on Yamaha motorcycle purchasing decisions among university students, with a focus on identifying the most influential factors in contemporary digital marketing contexts. A quantitative method was applied through a survey of 96 Yamaha motorcycle users from Paulus Christian University of Indonesia, Makassar. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 4. The results reveal an unexpected pattern: brand image ( $t$ -statistic = 1.069,  $p = 0.285$ ) and brand equity ( $t$ -statistic = 1.142,  $p = 0.253$ ) did not have a significant effect on purchase decisions. In contrast, influencers exerted a strong and statistically significant positive influence ( $t$ -statistic = 6.021,  $p = 0.000$ ,  $f^2 = 0.504$ ), explaining 52.3% of the variance in purchase decisions. These results challenge traditional assumptions regarding brand power and indicate a paradigm shift from brand-centered to social influence-centered marketing among digital-native consumers. From a practical standpoint, the findings suggest that Yamaha and other automotive companies should reallocate marketing resources from conventional brand image enhancement toward more authentic and personalized influencer marketing strategies targeting the student segment.

**Keywords:** Brand image, brand equity, influencer marketing, purchase decision, digital native consumers, SEM-PLS, generation Z.

## INTRODUCTION

The digital transformation has significantly reshaped the automotive marketing landscape, particularly in reaching younger consumers. Data from the Indonesian Motorcycle Industry Association (AISIRI, 2024) indicate that 68% of motorcycle buyers are aged between 18 and 25, and they primarily use social media as their main source of information before making a purchase. Yamaha, holding a 32% market share as an industry leader, faces a new challenge in maintaining the loyalty of the digital-native generation, which tends to be skeptical of conventional marketing messages.

This phenomenon is especially evident among university students, a strategic segment in the motorcycle industry. As early adopters of technology and trendsetters, their purchasing behavior often reflects the future direction of the automotive consumer market. However, the unique characteristics of this generation require marketing approaches that differ from traditional strategies relying solely on brand strength.

Previous studies on factors influencing motorcycle purchase decisions have produced mixed results. [Djauhar et al. \(2021\)](#) found that brand image significantly affected Yamaha motorcycle purchase decisions in Morowali. In contrast, [Febrianti et al. \(2023\)](#) reported that influencer marketing had a more dominant influence than brand image among young consumers in West Bangka.

A similar contradiction is found in research on brand equity. [Widiensyah and Praswati \(2024\)](#) stated that brand equity enhances customer loyalty, whereas [Akbar \(2019\)](#) revealed that brand loyalty declines when consumers rely more heavily on influencer and content creator reviews. These differing findings suggest a paradigm shift in consumer behavior, particularly among the digital-native generation.

The research gap in this field can be identified in three main aspects. First, many earlier studies were conducted before the era of influencer marketing dominance (2020–2022) and may not reflect the most recent conditions. Second, most prior research focused on consumers in general rather than specifically targeting digital-native consumers such as students. Third, there is limited comparative research directly assessing the relative effectiveness of brand-related factors (brand

image, brand equity) versus social influence factors (influencers).

Paulus Christian University of Indonesia, Makassar, was selected as the study context because its students possess strong digital-native characteristics, including high social media usage (an average of six hours per day) and a majority (78%) using motorcycles as their primary mode of transportation. This makes them an ideal sample for understanding purchasing decision dynamics in the digital age.

Based on this research gap, the present study aims to analyze the relative influence of brand image, brand equity, and influencers on Yamaha motorcycle purchase decisions among students, with an emphasis on identifying the dominant factor in the contemporary digital marketing context.

The expected contributions are as follows: (1) a theoretical contribution in the form of developing a contextual purchasing decision model for digital-native consumers; (2) a practical contribution by providing recommendations for targeted marketing strategies in the automotive industry; and (3) a methodological contribution through the application of SEM-PLS in the study of consumer behavior in Indonesia.

## LITERATURE REVIEW

### *Consumer Behavior Theory in Digital Context*

Consumer behavior theory has undergone significant evolution in the digital era. [Zhang et al. \(2023\)](#), through a systematic review of consumer behavior theories, concluded that traditional models require integration with Social Learning Theory to better understand the behavior of digital natives. [Kumar and Sharma \(2024\)](#) highlight that individuals learn through observation and imitation of role models, which, in the modern context, is primarily manifested via influencers and peer networks on social media.

### *Social Influence Theory and Digital Marketing*

Morrison and Lee (2022) identified social proof as one of the most powerful principles of persuasion in the digital era. Within the realm of digital marketing, social proof is amplified through user-generated content, peer reviews, and influencer endorsements. [Chen and Wang \(2023\)](#) developed a social commerce model demonstrating that social influence factors frequently outweigh traditional marketing communications in shaping purchase intentions,

particularly among Generation Z, with an effect size of 0.72 ( $p < 0.001$ ).

### **Brand Image**

Brand image is now understood as a consumer perception shaped not only by official brand messages but also by consumer interactions on social media ([Rodriguez et al., 2022](#)). While several studies have confirmed the important role of brand image in purchase decisions for utilitarian products such as motorcycles ([Djauhar et al., 2021](#)), more recent research indicates that digital-native generations are more strongly influenced by social influence and influencers than by traditional brand image ([Febrianti et al., 2023](#); [Kumar & Sharma, 2024](#)). This difference may arise due to demographic factors, product categories, and shifts in consumer behavior following the pandemic ([Chen & Wang, 2023](#); [Nguyen & Simkin, 2022](#)). Therefore, it is essential to re-examine the role of brand image in the context of highly connected young consumers who are deeply engaged with the digital world and social media.

### **Brand Equity**

Brand equity is commonly defined as the added value of a brand, encompassing loyalty, awareness, associations, and perceived quality (Aaker, 1991; Keller, 2013). Recent studies indicate that brand equity continues to play an important role in building long-term relationships with consumers ([Widiansyah & Praswati, 2024](#)). However, its influence appears to be diminishing among younger consumers who increasingly rely on influencer reviews, testimonials, and digital social content ([Ramadan et al., 2023](#)). This shift reflects a transition from traditional brand assets toward the more personal and authentic influence of social networks in shaping purchase decisions ([Harrigan et al., 2021](#)). Therefore, it is necessary to re-examine the relevance of brand equity within the context of digital marketing and the consumer behavior of Generation Z.

### **Influencer**

Influencers are key actors in digital marketing due to their ability to shape consumer attitudes and decisions through authentic and personalized social media content ([Harrigan et al., 2021](#)). Recent studies confirm that credibility, attractiveness, and alignment between an influencer's persona and the brand can enhance the effectiveness of marketing messages and

foster stronger emotional connections with young consumers ([Ramadan et al., 2023](#)). Influencer marketing has been shown to exert a more dominant influence than brand image and brand equity in shaping the purchase decisions of Generation Z, a demographic heavily influenced by peer networks and social proof ([Febrianti et al., 2023](#); [Kumar & Sharma, 2024](#)). This reflects a significant shift in the marketing landscape, where social and participatory communication has become a key driver of strategic success.

### **Buying decision**

A buying decision is a complex process involving the recognition of needs, information search, evaluation of alternatives, and the formation of consumer beliefs (Kotler & Keller, 2016). In the digital era, such decisions are increasingly influenced by external opinions—particularly those from influencers and online communities—that provide social proof and recommendations perceived as more credible by young consumers ([Susanto et al., 2024](#)). Recent studies emphasize that social interaction and peer-to-peer experiences can displace the dominance of traditional marketing communications in shaping purchase intentions, especially for high-value and high-risk products such as motorcycles ([Chen & Wang, 2023](#); [Nguyen & Simkin, 2022](#)). Therefore, understanding the dynamics of digital social influence is essential for analyzing the purchase decision-making process among Generation Z consumers.

### **Previous Study**

[Febrianti et al. \(2023\)](#), in a study conducted in West Bangka, found that influencer marketing had a significant effect on Yamaha motorcycle purchase decisions, surpassing the influence of brand image and other promotional strategies. Similar results were reported by [Putra and Dewi \(2020\)](#), who noted that trust in influencers had a greater impact on purchasing behavior than brand strength alone.

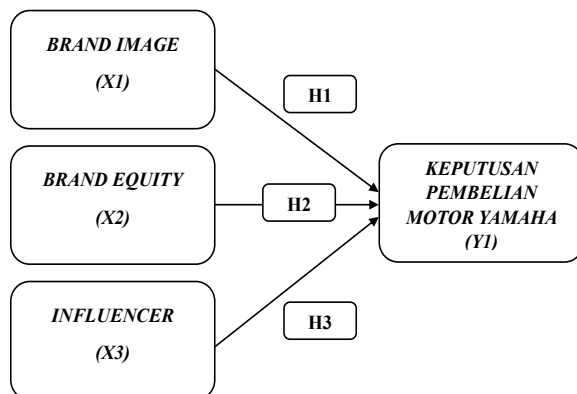
Conversely, research by [Djauhar et al. \(2021\)](#) demonstrated that brand image—particularly user image and corporate image—played a significant role in driving Yamaha motorcycle purchase decisions in Morowali. These findings differ from those of [Akbar \(2019\)](#), who concluded that brand loyalty does not always lead to repeat purchases if competing products offer greater value.

[Widiansyah and Praswati \(2024\)](#) also emphasized that brand equity can strengthen the consumer–brand relationship; however, its effectiveness diminishes when consumers rely more heavily on external reviews and testimonials from sources such as automotive YouTubers and local Instagram celebrities. These observations reinforce the notion that younger generations are increasingly driven by digital social influence rather than conventional brand messages.

Taken together, these studies reveal inconsistencies regarding the role of brand image and brand equity in purchase decisions, particularly among young consumer segments. Some research identifies brand strength as the primary determinant, whereas others highlight the dominant role of influencers in shaping perceptions and purchase intentions. This divergence underscores the need for further research focusing specifically on digital-native consumers, such as university students.

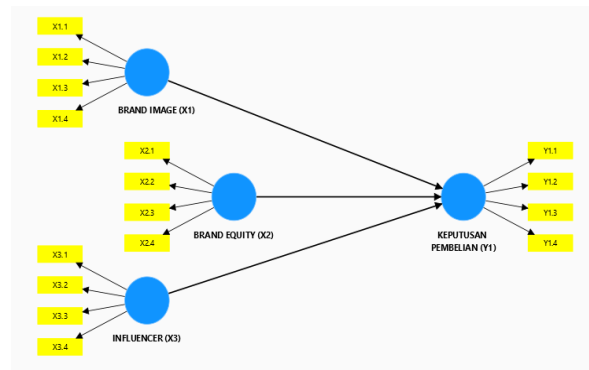
### Hypothesis and Conceptual Model

Building on the aforementioned theories and empirical findings, this study proposes a conceptual model that examines the direct effects of brand image ( $X_1$ ), brand equity ( $X_2$ ), and influencers ( $X_3$ ) on Yamaha motorcycle purchase decisions ( $Y$ ).



Source: Author's personal conception (2025)

**Figure 1.** Conceptual Model



Source: Processed data (2025)

**Figure 2.** Structural Model SmartPLS

The hypotheses formulated in this study are as follows:

**H1:** Brand image is hypothesized to have a positive and significant effect on Yamaha motorcycle purchase decisions.

Based on consumer behavior theory, brand image plays a crucial role in shaping consumers' perceptions of a product ([Park & Kim, 2023](#)). In the digital context, a strong and positive brand image can foster trust and preferences that encourage purchase decisions ([Rodriguez et al., 2022](#)). Therefore, the first hypothesis posits that brand image has a positive and significant influence on Yamaha motorcycle purchase decisions.

**H2:** Brand equity is hypothesized to have a positive and significant effect on Yamaha motorcycle purchase decisions.

Brand equity represents a strategic asset that strengthens loyalty and perceived product quality (Aaker, 1991; Keller, 2013). Recent studies also confirm that brand equity enhances long-term consumer commitment ([Widiansyah & Praswati, 2024](#)). Thus, the second hypothesis assumes that brand equity has a positive and significant influence on purchase decisions.

**H3:** Influencers are hypothesized to have a positive and significant effect on Yamaha motorcycle purchase decisions.

According to Social Influence Theory and Social Learning Theory, individuals tend to imitate and be influenced by figures perceived as role models ([Kumar & Sharma, 2024](#); [Zhang et al., 2023](#)). Influencers who are credible and relevant to the target audience can significantly shape the

attitudes and purchase decisions of young consumers ([Harrigan et al., 2021](#); [Ramadan et al., 2023](#)). Therefore, the third hypothesis proposes that influencers exert a positive and significant influence on Yamaha motorcycle purchase decisions.

This conceptual model is expected to address the previously identified research gap and provide a clearer, context-specific understanding of student purchasing behavior in the digital era.

### **Synthesis of Literature Review and Rationale Hypothesis**

Previous studies on the influence of brand image, brand equity, and influencers on purchase decisions have produced mixed and sometimes contradictory findings. Some research ([Febrianti et al., 2023](#); [Putra & Dewi, 2020](#)) confirms the dominant role of influencers as the primary factor shaping young consumers' purchase decisions, particularly in the digital age, where social recommendations and online interactions strongly influence perceptions and attitudes. In contrast, other studies ([Djauhar et al., 2021](#); [Akbar, 2019](#)) highlight the importance of brand image and brand equity as drivers of loyalty and purchase decisions, especially for products with high utilitarian value, such as motorcycles.

These contradictions may be explained by differences in demographic contexts, variations in consumer behavior, and the evolving digital marketing landscape, which has shifted the balance of communication power from brand-controlled messages to authentic peer-to-peer interactions ([Rodriguez et al., 2022](#); [Chen & Wang, 2023](#)). Moreover, recent research emphasizes that Generation Z and other digital-native consumers tend to be more responsive to participatory and emotionally driven social influence, often mediated by influencers ([Kumar & Sharma, 2024](#); [Ramadan et al., 2023](#)).

Drawing on consumer behavior theory, as expanded by Social Learning Theory and Social Influence Theory, this study formulates hypotheses to test the simultaneous roles of the three variables in the context of university students as digital-native consumers ([Zhang et al., 2023](#); Morrison & Lee, 2022). Hypotheses H1 and H2 investigate whether brand image and brand equity still play a significant role in purchase decisions in the current era, while H3 examines the expectation that influencers exert a more

dominant, positive, and significant impact, consistent with recent empirical findings.

## **METHODS**

### **Research Design**

This study employs a quantitative approach with an explanatory cross-sectional design to examine the causal relationships between the independent variables—brand image, brand equity, and influencers—and the dependent variable, purchase decision. A positivist paradigm is adopted to empirically measure and test the relationships among constructs ([Hair et al., 2019](#)).

### **Population and Sample**

The population of this study comprises all active students at the Indonesian Christian University of Paulus (UKI Paulus) Makassar who use Yamaha motorcycles. Since the exact population size is unknown, the sample size was determined using the Lemeshow formula (Susilana, 2015), resulting in a minimum requirement of 96 respondents.

The sampling technique employed is purposive sampling, with the inclusion criterion being active students who are Yamaha motorcycle users. Purposive sampling is a non-probability technique that does not provide equal opportunities for all members of the population to be selected, thereby potentially introducing selection bias and limiting the generalizability of the research findings. However, this technique is deemed appropriate for the current study as it focuses on a specific group relevant to the research objectives—namely, student users of Yamaha motorcycles. Considering the limitations of resources and time, purposive sampling facilitates more efficient and relevant data collection. For future research, it is recommended to combine purposive sampling with probability-based techniques or to increase the sample size in order to achieve more representative and externally valid results.

### **Location and Time of Research**

This study was conducted at the Indonesian Christian University of Paulus (UKI Paulus) in Makassar. The research location was selected based on considerations of accessibility and the relevance of respondent characteristics to the research objectives. Data collection was carried out from June to July 2025 through the distribution of an online questionnaire using the Google Forms platform.

### Data collection technique

The data used in this study consist of primary and secondary data. Primary data were obtained through the distribution of questionnaires using a five-point Likert scale to respondents. The questionnaire instruments were developed based on adapted indicators from the theories of Aaker (1991), Keller (2013), and [Harrigan et al. \(2021\)](#). Secondary data were collected from literature studies, scientific journals, and relevant reports that support the theoretical framework and analysis.

### Data Analysis Techniques

The data analysis technique in this study employed Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) using the SmartPLS 4 software. The analysis was carried out in two main stages: (1) evaluation of the outer model to test the validity and reliability of the instruments, and (2) evaluation of the inner model to examine the relationships between latent variables and to test the hypotheses. The t-statistic, p-value, R-square, and f-square values served as the basis for determining statistical significance ([Hair et al., 2019](#)).

SmartPLS was chosen for this study due to its capability to analyze structural equation models without requiring normally distributed data, and its flexibility in handling relatively small sample sizes, as in this research. Furthermore, SmartPLS is effective in examining complex relationships between latent variables and indicators simultaneously, facilitating hypothesis testing and understanding both direct and indirect effects among constructs. The software also provides ease of use and informative visualization of results, which are highly beneficial for validating research models and interpreting data related to consumer perceptions in the context of purchase decisions.

### Measurement Scale

**Table 1. Likert scale**

| Answer               | Score |
|----------------------|-------|
| Absolutely not agree | 1     |
| Don't agree          | 2     |
| I disagree           | 3     |
| Agree                | 4     |
| Strongly agree       | 5     |

Source: Conception personal author, 2025

### Instrument Research and Operationalization Variables

**Table 2. Operationalization of variables**

| Variables                | Indicator                                                                 | Scale  |
|--------------------------|---------------------------------------------------------------------------|--------|
| <i>Brand image (X1)</i>  | X1.1: Brand Associations                                                  | Likert |
|                          | X1.2: Brand Awareness                                                     |        |
|                          | X1.3: Perceived Quality Image                                             |        |
|                          | X1.4: Emotional Image                                                     |        |
| <i>Brand equity (X2)</i> | X2.1: Brand Loyalty                                                       | Likert |
|                          | X2.2: Perception Quality (Perceived Quality)                              |        |
|                          | X2.3: Brand Trust (Trust) towards Brand)                                  |        |
|                          | X2.4: Brand Association                                                   |        |
| <i>Influencer (X3)</i>   | X3.1: Influencer Credibility (Influencer Credibility)                     | Likert |
|                          | X3.2: Influencer Attractiveness (Influencer Attractiveness)               |        |
|                          | X3.3: Brand – Influencer Fit                                              |        |
|                          | X3.4: Ability Influencing Decisions                                       |        |
| <i>Buying decision</i>   | Y1.1: Need will Product (Need Recognition)                                | Likert |
|                          | Y1.2: Availability Information Product (Product Information Availability) |        |
|                          | Y1.3: Belief regarding the Decision (Purchase Confidence)                 |        |
|                          | Y1.4: Evaluation alternative (comparison with other brands)               |        |

Source: Processed data (2025)

## RESULTS AND DISCUSSION

### Characteristics of Respondents

This study involved 96 respondents, all of whom were active students at Paulus Christian University of Indonesia, Makassar, and users of Yamaha motorcycles. Data collection was conducted online using a Google Form questionnaire. **Table 3 & 4** presents a summary of the respondents' characteristics based on gender and study program.

**Table 3.** Characteristics respondents based on type

| sex    |                  |                |
|--------|------------------|----------------|
| Gender | Number of people | Percentage (%) |
| Man    | 45               | 46.9%          |
| Woman  | 51               | 53.1%          |
| Total  | 96               | 100%           |

Source: Processed data (2025)

**Table 4.** Characteristics Respondents based on Study Program

| Study program          | Number of people | Percentage (%) |
|------------------------|------------------|----------------|
| Management             | 38               | 39.6%          |
| Accountancy            | 24               | 25.0%          |
| Civil Engineering      | 15               | 15.6%          |
| Electrical Engineering | 10               | 10.4%          |
| Law                    | 9                | 9.4%           |
| <b>Total</b>           | <b>96</b>        | <b>100%</b>    |

Source: Processed data (2025)

### Validity and Reliability Test Results

Validity and reliability testing was conducted using SmartPLS 4. Based on the outer loading values, all indicators scored above 0.70, indicating that they are valid. Furthermore, the Cronbach's Alpha and Composite Reliability values for all constructs exceeded 0.70, confirming that the measurement instrument is reliable.

**Table 5.** Summary of Validity and Reliability Test Results

| Variables             | Cronbach's Alpha | Composite Reliability | AVE   | Decision         |
|-----------------------|------------------|-----------------------|-------|------------------|
| Brand Image (X1)      | 0.861            | 0.905                 | 0.706 | Reliable & Valid |
| Brand Equity (X2)     | 0.855            | 0.901                 | 0.695 | Reliable & Valid |
| Influencer (X3)       | 0.857            | 0.904                 | 0.701 | Reliable & Valid |
| Purchase Decision (Y) | 0.856            | 0.902                 | 0.698 | Reliable & Valid |

Source: Processed data (2025)

### R-Square and F-Square Test Results

The R-square analysis indicates that the variables Brand Image, Brand Equity, and Influencer collectively explain 52.3% of the variance in purchase decisions.

**Table 6.** R-Square (R<sup>2</sup>) Results

| Variables       | Dependent R-Square | Information |
|-----------------|--------------------|-------------|
| Buying decision | 0.523              | Moderate    |

Source: Processed data (2025)

**Table 7.** F-Square Results (f<sup>2</sup>)

| Connection Variables             | f <sup>2</sup> value | Interpretation Influence |
|----------------------------------|----------------------|--------------------------|
| Brand Image → Purchase Decision  | 0.013                | Low                      |
| Brand Equity → Purchase Decision | 0.020                | Low                      |
| Influencer → Purchase Decision   | 0.504                | Strong                   |

Source: Processed data (2025)

### Test Results Hypothesis

The hypothesis testing was conducted using t-statistics and p-values obtained through the bootstrapping procedure. The results indicate that only the Influencer variable has a significant effect on purchase decisions.

**Table 8.** Test Results Hypothesis

| Hypot heis | Connection Variables             | t-Statistic | p-Value | Decision        |
|------------|----------------------------------|-------------|---------|-----------------|
| H1         | Brand Image → Purchase Decision  | 1,069       | 0.285   | Not Significant |
| H2         | Brand Equity → Purchase Decision | 1,142       | 0.253   | Not Significant |
| H3         | Influencer → Purchase Decision   | 6,021       | 0.000   | Significant     |

Source: Processed data (2025)

### Discussion

In the context of this study, the insignificance of brand image and brand equity in influencing Yamaha motorbike purchase decisions can be explained by the characteristics of student consumers, who tend to be more influenced by social factors and digital trends than by traditional brand attributes. According to recent research by [Li et al. \(2021\)](#), in the digital era, younger generations place greater emphasis on recommendations from influencers and social media compared to traditional perceptions of a brand. Similarly, [Nguyen and Simkin \(2022\)](#) found that brand equity does not always have a significant impact on purchase decisions when consumers are not yet fully familiar with or have no direct experience with the

product. Consistent with these findings, [Kim and Kim \(2023\)](#) reported that among young consumer segments, social interaction and peer group influence often serve as dominant factors in decision-making, thereby reducing the direct role of brand image and brand equity. Another study by Hassan et al. (2020) confirmed that in a highly competitive and digitally oriented market, the influence of social media influencers can outweigh the effects of traditional brand image and brand equity on shaping purchase decisions.

Therefore, the insignificance of brand image and brand equity in this study aligns with the latest findings, which indicate a behavioral shift among younger consumers who are more responsive to digital and social influences than to conventional brand attributes. Consequently, Yamaha's social media marketing strategy is likely to be more effective when it emphasizes influencer engagement for the student market segment, rather than relying solely on the strength of brand image or brand equity.

## CONCLUSION

This study successfully analyzed the influence of brand image, brand equity, and influencers on the purchase decisions of Yamaha motorcycles among students at the Paulus Christian University of Indonesia, Makassar. The results indicate that only influencers have a significant and positive effect on purchase decisions, while brand image and brand equity show no significant influence. These findings are consistent with recent literature that highlights the pivotal role of social media and influencers in shaping the purchasing behavior of young consumers ([Li et al., 2021](#); [Nguyen & Simkin, 2022](#)).

Accordingly, the research objective of understanding the factors influencing purchase decisions within the student segment has been achieved. Furthermore, the results underscore a paradigm shift in marketing—from a reliance on traditional brand attributes toward the strategic use of digital and social communication channels.

## Managerial Recommendations

Based on the findings, several specific recommendations for Yamaha and similar automotive companies are as follows:

1. Develop partnership programs with local influencers and micro-influencers who have a strong emotional connection with the target

market—particularly students—to enhance the effectiveness of marketing campaigns.

2. Optimize interactive and educational social media content to build trust and engagement among young consumers.
3. Conduct regular monitoring and evaluation of influencer performance to ensure that the messages conveyed remain relevant and aligned with brand identity.
4. Integrate consumer feedback obtained through social media into product and service development strategies to improve customer loyalty and satisfaction.

## Research Limitations

This study has several limitations that should be considered when interpreting the results:

1. Limited external validity, as the sample only comprised students from a single university; thus, generalizing the findings to a broader population should be done with caution.
2. Potential measurement error may occur due to the use of survey instruments relying on respondents' subjective perceptions, which could be influenced by their mood or condition at the time of completing the questionnaire.
3. Response bias, particularly social desirability bias, may arise as respondents tend to provide answers they perceive as socially acceptable rather than entirely honest responses.
4. Online data collection also introduces the possibility of respondents not fully meeting the research criteria, as well as reduced control over the environment in which the questionnaire was completed, potentially affecting respondents' concentration and accuracy.

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