Proceeding of International Bussiness and Economic Conference (IBEC) Vol. 5 No. 1, pp. 167-179, November, 2026
http://conference.eka-prasetya.ac.id/index.php/ibec

The Influence of Digital Marketing and Brand Image on the Decision to Purchase Motorcycle Spare Parts at Panca Jaya

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ABSTRACT

This research investigates how digital marketing strategies together with brand reputation influence consumer buying choices for motorcycle components at Panca Jaya. The authors gathered empirical data from 150 participants through a structured survey and evaluated the hypothesis using multiple linear regression along with statistical significance tests and variance metrics. The statistical analysis demonstrates that digital marketing yields a strong positive impact on buying choices because $t = 4.621$ with $p < 0.001$. Furthermore brand image exerts a substantial favorable influence on consumer decisions because $t = 6.271$ with $p < 0.001$. When evaluated simultaneously both predictors demonstrate a robust collective effect on purchasing behavior because $F = 274.154$ with $p < 0.001$. The calculated coefficient of determination indicates that $R^2 = 0.789$ which means the proposed model accounts for 78.9% of the variance in consumer choices whereas the remaining 21.1% relates to external factors outside this investigation. These empirical insights emphasize the critical necessity of deploying informative online promotion while preserving strong brand credibility. Consequently Panca Jaya must enhance product descriptions across digital platforms and actively cultivate consumer trust to maximize sales conversion rates.

Keywords: Brand Image, Digital Marketing, Purchase Decision, Motorcycle Spare Parts, Wholesale Trade.

INTRODUCTION

Rapid growth in tech and communications has reshaped modern business advertising while simultaneously altering how everyday buyers collect product details before making a purchase decision. Digital marketing enables businesses to share product information, offer promotions, and interact with consumers through social media, marketplaces, and messaging platforms (Mewoh et al., 2019). Its role has expanded alongside e-commerce development in Indonesia (BPS, 2025) However, purchase decisions are also influenced by factors such as price, product availability, service, and brand image.

In the motorcycle spare parts industry, product compatibility and availability are important considerations. Purba et al. (2020) found that price, service quality, and promotion influenced Honda spare parts purchase decisions, while Gultom et al. (2024) reported significant simultaneous effects of price, promotion, and service quality on FDR tire purchases. Sinaga & Sahir (2025) found that social media marketing and brand image positively influenced Honda motorcycle purchase decisions. However, these studies provide limited evidence regarding the combined effects of digital marketing and brand image in motorcycle spare parts businesses. Previous findings also differ: Zulkarnain (2025) reported a role for digital marketing and brand image in purchase decisions, while Ali & Naushad (2023) found that social media marketing influenced purchase intention indirectly through brand image, with no significant direct effect. On the other hand, research, Suhpina (2023) revealed that neither promotion nor brand image significantly

influences decisions to purchase Honda motorcycles. Meanwhile, Panca Jaya has been operating as a motorcycle spare parts wholesaler in Medan since 1989 and currently markets its products via TikTok alongside Instagram and Shopee as well as WhatsApp. Its content primarily features Federal Parts tires, and posts are published approximately weekly, with promotions often conducted through live streaming. An interview with the owner on July 10, 2026, indicated that online sales account for approximately 20% of total sales. Customers in Medan often receive direct deliveries, whereas those outside the city rely more on online channels. Therefore, online sales figures alone cannot establish the effectiveness of digital marketing. Similarly, Daud et al (2026) studying 80 Yamaha motorcycle users in Makassar, found that digital marketing strengthened perceived trust, but its direct relationship with purchase decisions was weak. Its contribution occurred indirectly through trust, highlighting the need to examine purchasing behavior rather than relying solely on online sales figures.

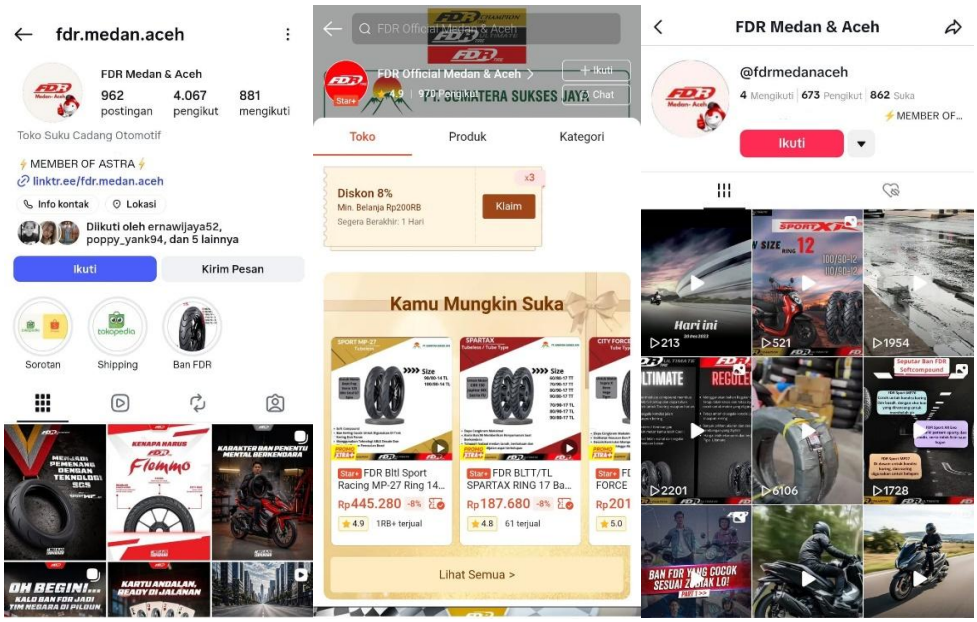


Figure 1. Panca Jaya Online Platform
Sources: Instagram, Shoppe, Tiktok, 2026

Table 1.
Panca Jaya Sales Data

Year	Total Sales
2021	254.155.772.980
2022	279.367.125.712
2023	218.376.259.112
2024	249.194.508.178
2025	285.767.820.205

Sources: Panca Jaya Internal Sales Record, 2026

Company records indicate that revenue dropped in 2023 because of a facility fire but then rebounded over the next two years. Even though these financial metrics offer background context for the business, they fail to assess consumer perception or buying behavior directly. Consequently, the core issue of this research focuses on the absence of concrete data regarding how online marketing efforts and brand reputation influence consumer choices at Panca Jaya instead of simply assuming poor brand perception or weak promotion.

This investigation resolves that research gap by evaluating how Digital Marketing and Brand Image independently and combined affect Purchase Decisions at Panca Jaya. The critical need for this research stems from offering data-backed insights on these

dynamics within the automotive component industry, and its distinct value rests on analyzing these factors specifically inside a motorcycle parts distributor located in Medan. Ultimately, the results aim to enrich academic marketing literature while offering actionable guidance to refine the commercial strategies of the firm.

LITERATURE REVIEW

Digital Marketing

Digital marketing involves using digital channels and technologies to communicate product information, deliver promotions, and maintain interactions with consumers. Wati et al. (2020) describe digital marketing as a means of reaching target audiences through digital media, while Mewoh et al. (2019) discuss its role in internet-based promotion and transactions. In purchasing situations, these activities help consumers obtain information, compare alternatives, and communicate with sellers. Their usefulness depends on the clarity, accuracy, relevance, and timeliness of the information provided.

According to Ngo et al. (2026) the indicators of digital marketing include:

1. Information Completeness: providing product information that is complete, clear, accurate, and easy to understand.
2. Interactivity: interacting directly with consumers through digital media.
3. Personalization: providing information that is relevant to consumers' needs and preferences.
4. Keeping Up with Trends: presenting marketing content that follows current trends and developments.
5. e-WOM (Electronic Word of Mouth): communication among consumers through digital media regarding their experiences with a particular product.

Brand Image

Brand image represents the perceptions and associations consumers develop and retain about a brand (Kotler & Keller, 2016). These associations may arise from product experience, information, communication, and interactions with a company. The manuscript adopts three dimensions (Winkok & Joe, 2023)

According to Winkok & Joe (2023) the indicators of brand image include:

1. Corporate Image: consumers' perceptions of the company's overall reputation.
2. Product Image: consumers' perceptions of the quality, superiority, and benefits of the product.
3. User Image: perceptions of the characteristics of people who use a particular brand.

Purchase Decision

Purchase decision refers to the process by which consumers identify a need, seek information, evaluate alternatives, choose a product or seller, and assess the purchase afterward Winkok & Joe (2023) and Annisa & Jaelani (2025) discuss purchase decisions in relation to consumer evaluations and marketing influences.

According to Kotler & Keller (2016) the indicators of purchase decision include:

1. Need Recognition: the stage when consumers become aware of a need.

2. Information Search: the process by which consumers seek information about a product.
3. Evaluation of Alternatives: the stage in which consumers compare several products before making a choice.
4. Purchase Decision: the consumer's action of selecting and purchasing a product.
5. Post-Purchase Behavior: the consumer's evaluation after using the product.

Relationship Between Digital Marketing on Purchase Decision

Digital marketing simplifies access to item details while streamlining promotional reach and direct seller interaction. Studies by Bachri et al. (2023) as well as Japlani et al. (2023) and Situmorang et al. (2026) confirmed a substantial link between digital promotional efforts and buyer choices. In contrast, research by Daud et al (2026) revealed that online marketing primary impacts buying behavior indirectly by building consumer trust because its direct influence remained minimal. Such mixed outcomes indicate that the actual impact of online marketing depends heavily on specific business environments. As a result, this research analyzes the direct effect of Digital Marketing on Purchase Decisions specifically at Panca Jaya.

Relationship Between Brand Image on Purchase Decision

Brand image fundamentally shapes how consumers view a company alongside its reputation and product offerings. Research by Solihin et al. (2021) as well as Rustam (2019) and Djauhar et al. (2021) confirmed a strong positive link between a firm's brand image and consumer buying choices. Conversely, Purwati & Cahyanti (2022) observed no meaningful direct impact of brand image on buying decisions regarding Scarlett products. These contrasting findings imply that the true influence of brand perception varies across different industries and product categories. Therefore, this research evaluates how Brand Image impacts Purchase Decisions within the context of Panca Jaya.

Relationship Between Digital Marketing and Brand Image on Purchase Decision

Digital marketing provides product information and consumer interaction, while brand image reflects perceptions of a business and its products. Zulkarnain (2025) and Annisa & Jaelani (2025) examined these variables in relation to purchase decisions. Sinaga & Sahir (2025) found that social media marketing and brand image jointly had positive and significant effects on Honda motorcycle purchase decisions. Ali and Naushad (2023) also identified a mediating role of brand image between social media marketing and purchase intention. These outcomes emphasize the necessity of evaluating how Digital Marketing and Brand Image together shape Purchase Decisions at Panca Jaya.

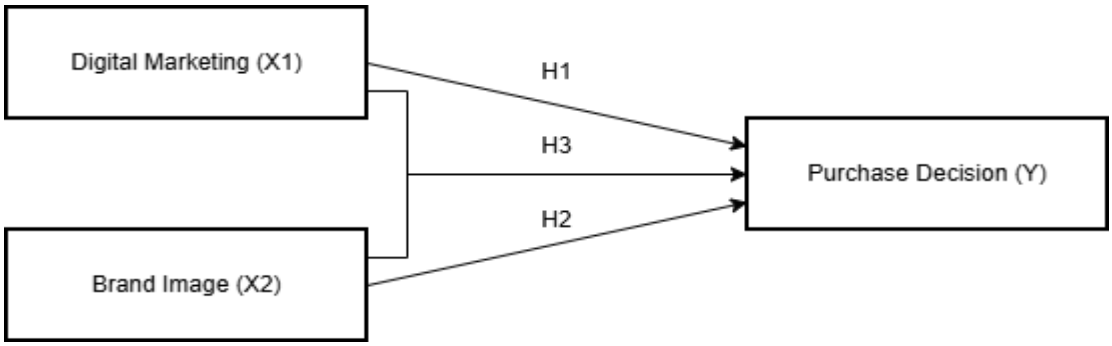


Figure 2. Theoretical Framework

H1: Digital marketing has a positive and significant effect on the purchase decisions of motorcycle spare parts at Panca Jaya.
H2: Brand image has a positive and significant effect on the purchase decisions of motorcycle spare parts at Panca Jaya.
H3: Digital marketing and brand image simultaneously have a positive and significant effect on the purchase decisions of motorcycle spare parts at Panca Jaya.

RESEARCH METHOD

This investigation utilized a quantitative approach based on primary data gathered through questionnaire distribution among Panca Jaya clientele to empirically test hypotheses regarding how Digital Marketing and Brand Image influence Purchase Decisions via formal statistical evaluation. The underlying population consisted of consumers who had previously bought motorcycle components from Panca Jaya, and owing to the untracked total population size, non-probability purposive sampling served to recruit participants based on defined operational criteria (H. D. E. Sinaga et al., 2022). Consequently, a final sample of 150 respondents participated in the research, which supported a multiple linear regression framework containing two predictor variables without relying on a standardized formula for sample determination. Eligible participants had to fulfill four distinct criteria: (1) identify as male or female; (2) fall within the 17–45 age bracket; (3) have made at least one purchase at Panca Jaya; and (4) have previously viewed Panca Jaya content across digital media like Instagram, TikTok, Shopee, or WhatsApp. This online exposure requirement ensured that respondents could effectively evaluate the firm's digital outreach, although this screening limits overall generalizability strictly to digitally exposed Panca Jaya clients while non-probability sampling inherently prevents statistical representation of the total customer base. Finally, data processing was conducted via IBM SPSS to execute validity and reliability assessments, descriptive statistics, plus classical assumption checks for normality, multicollinearity, and heteroscedasticity, followed by multiple linear regression using t-tests for individual impacts, an F-test for joint statistical significance, and the coefficient of determination (R^2) to measure the variance proportion explained by the analytical model.

RESULTS

Table 2.
Respondent Profile

Identity	Category	Frequency (n)	Percentage (%)
Gender	Female	81	54%
	Male	69	46%
Age	17-25 years	32	21.3%
	26-35 years	95	63.3%
	36-45 years	23	15.3%
How many times have you purchased from Panca Jaya?	1 times	82	54.7%
	2-5 times	68	45.3%
Have you ever seen Panca Jaya promotions through?	Instagram	38	25.3%
	Shopee	26	17.3%
	TikTok	63	42%
	WhatsApp	23	15.3%

Validity Test

Based on Sahir (2021) validity testing determines whether a measuring instrument accurately reflects the theoretical construct under evaluation. In this investigation, item validity was established by contrasting the empirical correlation coefficient (r-count)

against the critical statistical threshold (r-table). An individual item achieved validity provided that its r-count surpassed the corresponding r-table value. Utilizing a baseline sample of 30 respondents, the degrees of freedom were established as df = N − 2 = 28, which yielded a critical r-table value of 0.361 at a 5% level of significance. Because the analytical results confirmed that every item produced an r-count exceeding 0.361, all questionnaire indicators successfully satisfied the validity benchmark and were preserved for subsequent empirical testing.

Table 3.
Validity Test Result

Statement	r_{hitung}	r_{tabel}	Criteria	Conclusion
		Digital Marketing		
1	0.859	0.361	$r_{hitung} > r_{tabel}$	Valid
2	0.760	0.361	$r_{hitung} > r_{tabel}$	Valid
3	0.786	0.361	$r_{hitung} > r_{tabel}$	Valid
4	0.851	0.361	$r_{hitung} > r_{tabel}$	Valid
5	0.865	0.361	$r_{hitung} > r_{tabel}$	Valid
6	0.767	0.361	$r_{hitung} > r_{tabel}$	Valid
7	0.855	0.361	$r_{hitung} > r_{tabel}$	Valid
8	0.815	0.361	$r_{hitung} > r_{tabel}$	Valid
9	0.829	0.361	$r_{hitung} > r_{tabel}$	Valid
10	0.810	0.361	$r_{hitung} > r_{tabel}$	Valid
11	0.842	0.361	$r_{hitung} > r_{tabel}$	Valid
12	0.855	0.361	$r_{hitung} > r_{tabel}$	Valid
		Brand Image		
1	0.782	0.361	$r_{hitung} > r_{tabel}$	Valid
2	0.848	0.361	$r_{hitung} > r_{tabel}$	Valid
3	0.848	0.361	$r_{hitung} > r_{tabel}$	Valid
4	0.831	0.361	$r_{hitung} > r_{tabel}$	Valid
5	0.870	0.361	$r_{hitung} > r_{tabel}$	Valid
6	0.872	0.361	$r_{hitung} > r_{tabel}$	Valid
7	0.867	0.361	$r_{hitung} > r_{tabel}$	Valid
8	0.839	0.361	$r_{hitung} > r_{tabel}$	Valid
9	0.844	0.361	$r_{hitung} > r_{tabel}$	Valid
10	0.879	0.361	$r_{hitung} > r_{tabel}$	Valid
11	0.883	0.361	$r_{hitung} > r_{tabel}$	Valid
12	0.899	0.361	$r_{hitung} > r_{tabel}$	Valid
13	0.822	0.361	$r_{hitung} > r_{tabel}$	Valid
14	0.799	0.361	$r_{hitung} > r_{tabel}$	Valid
15	0.884	0.361	$r_{hitung} > r_{tabel}$	Valid
		Purchase Decision		
1	0.836	0.361	$r_{hitung} > r_{tabel}$	Valid
2	0.865	0.361	$r_{hitung} > r_{tabel}$	Valid
3	0.871	0.361	$r_{hitung} > r_{tabel}$	Valid
4	0.849	0.361	$r_{hitung} > r_{tabel}$	Valid
5	0.872	0.361	$r_{hitung} > r_{tabel}$	Valid
6	0.838	0.361	$r_{hitung} > r_{tabel}$	Valid
7	0.872	0.361	$r_{hitung} > r_{tabel}$	Valid
8	0.829	0.361	$r_{hitung} > r_{tabel}$	Valid
9	0.873	0.361	$r_{hitung} > r_{tabel}$	Valid
10	0.877	0.361	$r_{hitung} > r_{tabel}$	Valid

Reliability Test

According to Sahir (2021), reliability testing examines the internal consistency of an assessment tool when measuring a specific variable. In this research, reliability was evaluated using Cronbach's Alpha, where a value exceeding 0.70 signified adequate structural consistency. The statistical analysis revealed that Cronbach's Alpha coefficients across all predictor and outcome variables surpassed the required 0.70

benchmark. Consequently, every measurement scale demonstrated high reliability and was deemed fully suitable for subsequent empirical modeling.

Table 4.
Reliability Test Result

Variable	Cronbach's Alpha	N of Items
Digital Marketing	0.957	12
Brand Image	0.973	15
Purchase Decision	0.960	10

Descriptive Statistics

Sinaga et al. (2022), note that descriptive statistics encapsulate gathered data attributes instead of drawing sweeping generalizations. This evaluation employs metrics such as means alongside medians and modes plus frequencies together with ranges and standard deviations to outline the spread and core properties of the information.

Table 5.
Descrptive Statistics Test Result

	N	Minimum	Maximum	Mean	Std. Deviation
Digital Marketing (X1)	150	12.00	60.00	53.5267	4.09238
Brand Image (X2)	150	16.00	80.00	72.1333	5.47069
Keputusan Pembelian (Y)	150	9.00	45.00	40.0867	3.21477
Valid N (listwise)	150				

The descriptive statistical evaluation across 150 participants shows that Digital Marketing (X1) recorded a lowest score of 12.00 along with a highest score of 60.00, achieving an average of 53.5267 and a standard deviation of 4.09238. Meanwhile, Brand Image (X2) spanned from 16.00 up to 80.00 while maintaining a mean of 72.1333 and a standard deviation of 5.47069. Additionally, Purchase Decision (Y) ranged between 9.00 and 45.00, yielding a mean value of 40.0867 alongside a standard deviation of 3.21477. These elevated mean scores relative to their maximum limits indicate that participants overall held highly favorable perceptions regarding Digital Marketing efforts and Brand Image while demonstrating strong Purchase Decisions.

Normality Test

According to Sahir (2021), explains that normality testing checks whether datasets meet the distributional conditions required for regression models. This investigation applied the One-Sample Kolmogorov–Smirnov test where any significance score higher than 0.05 shows no substantial divergence from normality. Analysis of the 150 participant dataset yielded an asymptotic significance value of 0.200 which clears the 0.05 threshold. Hence the regression residuals followed a normal distribution proving that this foundational requirement was met for the ensuing multiple linear regression evaluation.

Heteroscedasticity Test

Sahir (2021), notes that heteroscedasticity analysis verifies whether the spread of regression residuals stays uniform across all data points. This research deployed the Spearman rank correlation test to evaluate such variance behavior. Any probability value surpassing 0.05 confirms the absence of heteroscedasticity problems whereas scores falling under that benchmark point to its existence.

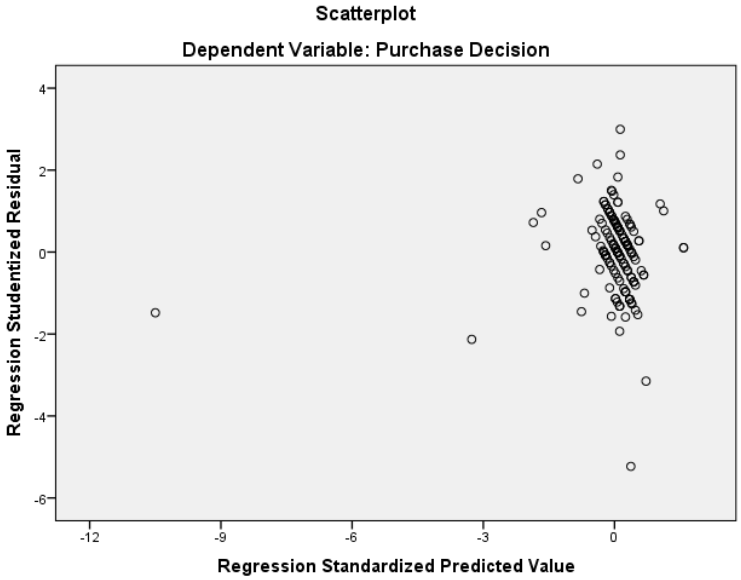


Figure 3. Heteroscedasticity Test Result

Visual inspection of the scatterplot reveals that residual values scatter randomly around the horizontal zero axis without forming any distinct trend. Such dispersion implies that the regression framework lacks obvious variance inequalities and successfully fulfills the homoscedasticity requirement.

Multicollinearity Test

According to Sahir (2021) explains that multicollinearity checks verify if predictor variables show extreme intercorrelation inside a regression model. This research evaluated multicollinearity through both Tolerance metrics and Variance Inflation Factor values. A Variance Inflation Factor under 10 paired with a Tolerance exceeding 0.10 proves that problematic multicollinearity is absent. Conversely a Variance Inflation Factor surpassing 10 alongside a Tolerance dropping below 0.10 points toward possible collinearity issues between the predictors.

Table 6.
Multicollinearity Test Result

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.540	1.651		.932	.353		
	Digital Marketing	.304	.066	.387	4.621	.000	.205	4.880
	Brand Image	.309	.049	.525	6.271	.000	.205	4.880

Evaluation of multicollinearity reveals that Digital Marketing and Brand Image share a Tolerance level of 0.205 accompanied by a Variance Inflation Factor of 4.880. The findings confirm an absence of problematic intercorrelation because both Tolerance figures surpass 0.10 and every Variance Inflation Factor stays well beneath 10. Both predictor variables are therefore fully suitable for inclusion in the multiple linear regression model.

Multiple Linear Regression Analysis

Multiple linear regression serves as an analytical method used by researchers to explore how several distinct predictor variables impact one specific outcome measure. Sahir (2021) explains that this method is appropriate for models involving multiple predictors, allowing the effect of each independent variable on the dependent variable to be assessed. The general regression model can be expressed as follows:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + e$$

Description:
Y: Purchase Decision
X1: Digital Marketing
X2: Brand Image
α: Constant
β1....β2: Regression Coefficient
e: Error

The multiple linear regression equation obtained is as follows:

Purchase Decision = 1.540 + 0.304 Digital Marketing + 0.309 Brand Image + e

With the following explanation:
The regression coefficient of 0.304 for Digital Marketing indicates a positive relationship with Purchase Decision. Similarly, Brand Image has a regression coefficient of 0.309, suggesting that this variable also contributes positively to Purchase Decision.

T-Test

Researchers deploy the t-test or partial significance examination to measure the distinct contribution offered by every predictor variable toward the outcome measure and this evaluation specifically determines whether Digital Marketing (X1) alongside Brand Image (X2) creates meaningful individual impacts on Purchase Decision (Y) following the framework outlined (Sahir, 2021).

$$t = \frac{b}{SE\ (b)}$$

Regarding Digital Marketing (X1), the analysis reveals a calculated t-statistic of 4.621 with a p-value of 0.000 below the 0.05 threshold and this confirms that Digital Marketing (X1) exerts a statistically significant positive effect on Purchase Decision (Y). Likewise, for Brand Image (X2), the test yields a t-statistic of 6.271 alongside a p-value of 0.000 under 0.05 and this demonstrates that Brand Image (X2) similarly drives a significant positive impact on Purchase Decision (Y).

F-Test

According to Sahir (2021) states that the simultaneous F-test measures whether multiple predictor variables exert a collective impact on the outcome measure. Analysts make their decisions either by contrasting the computed F-statistic against the critical table value or by reviewing the probability level because H_0 is rejected whenever the F-count exceeds the table threshold or when the significance score falls below 0.05 whereas H_0 remains unrejected whenever the F-count stays at or under the table value or when the significance level equals or exceeds 0.05.

Table 7.
F-Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	1214.317	2	607.159	274.154	.000[b]
	Residual	325.556	147	2.215		
	Total	1539.873	149			

The F-test results demonstrate that Digital Marketing and Brand Image jointly exert a significant influence on Purchase Decision. The model produces an F-value of 274.154 with a significance level of 0.000, which is below the 0.05 threshold.

Coefficient of Determination Test

Sahir (2021) explains that researchers utilize the coefficient of determination to quantify the proportion of variance in the outcome measure explained by the predictor variables inside a regression framework and this metric appears as the R^2 value derived from statistical testing.

Table 8.
Coefficient of Determination Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888[a]	.789	.786	1.48818

The regression output yielded an R^2 coefficient of 0.789 which reveals that Digital Marketing X_1 combined with Brand Image X_2 jointly account for 78.9% of the variance in Purchase Decision Y. Furthermore the remaining 21.1% stems from other factors not incorporated within this investigation..

DISCUSSION

The Effect of Digital Marketing on Purchase Decision

The results show that Digital Marketing has a positive and significant effect on Purchase Decision at Panca Jaya (B = 0.304; t = 4.621; p < 0.001). Therefore, H1 is supported. This indicates that more favorable assessments of digital marketing are associated with higher purchase decision scores, after controlling for Brand Image. The finding is consistent with Bachri et al. (2023), Japlani et al. (2023) and Situmorang et al. (2026). However, Daud et al. (2026) found that digital marketing influenced Yamaha motorcycle purchase decisions mainly through perceived trust. Panca Jaya could improve its digital marketing by providing accurate product information, updated prices, stock availability, and clear ordering instructions. These recommendations are practical implications rather than effects tested independently in this study.

The Effect of Brand Image on Purchase Decision

Brand Image has a positive and significant effect on Purchase Decision (B = 0.309; t = 6.271; p < 0.001), supporting H2. Its standardized coefficient (β = 0.525) exceeds that of Digital Marketing (β = 0.387), indicating a stronger standardized association with Purchase Decision in this model. This finding is consistent with Solihin et al. (2021), Rustam (2019), and Sinaga & Sahir (2025), but differs from Purwati & Cahyanti (2022), who found no significant direct effect. For Panca Jaya, maintaining a credible reputation, transparent transactions, reliable product information, and clear after-sales policies may help reinforce its brand image.

The Effect of Digital Marketing and Brand Image on Purchase Decision

The F-test indicates that Digital Marketing and Brand Image jointly have a statistically significant relationship with Purchase Decision ($F = 274.154$; $p < 0.001$), supporting H3. The R^2 value of 0.789 indicates that the model explains 78.9% of the variation in Purchase Decision, while 21.1% remains unexplained by the included variables. This finding is consistent with Zulkarnain (2025) and Annisa & Jaelani (2025). At Panca Jaya, digital marketing facilitates access to product information and promotions, while brand image shapes consumer perceptions of the business. The significant F-test confirms the joint significance of the predictors, not an interaction between them.

CONCLUSION

This study highlights the importance of Digital Marketing and Brand Image in supporting purchase decisions at Panca Jaya. The company should improve its digital marketing by providing accurate product specifications, motorcycle compatibility, prices, stock availability, authenticity information, and ordering instructions, while expanding content beyond Federal Parts tires, maintaining consistent posting schedules, and responding promptly to customer inquiries. To strengthen Brand Image, Panca Jaya should maintain a credible reputation through reliable product information, transparent transactions, responsive customer service, and clear return and after-sales policies. Genuine customer reviews and testimonials may also reinforce consumer confidence. Both strategies should be managed as complementary priorities and evaluated periodically through customer inquiries, content engagement, feedback, and purchasing patterns. These measures may support more informative, customer-oriented marketing and a credible brand image, although their individual effectiveness requires further evaluation because it was not tested separately in this study.

RECOMMENDATION

This study is subject to several limitations, particularly the use of only Digital Marketing and Brand Image as explanatory variables for Purchase Decision. The R Square value of 0.789 indicates that these variables account for 78.9% of the variation in Purchase Decision, while the remaining 21.1% may be attributed to factors beyond the proposed research model. Future research could therefore incorporate additional variables that may influence purchase decisions, including price, product quality, service quality, promotion, consumer trust, and online customer reviews. Further studies may also broaden the research scope by involving respondents from different geographical areas or comparing consumers across multiple motorcycle spare-parts businesses. Increasing the sample size and extending the observation period could likewise provide more comprehensive empirical evidence regarding the factors associated with consumers' purchase decisions.

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