

# THE INFLUENCE OF BRAND IMAGE AND SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS THROUGH CUSTOMER ENGAGEMENT IN PREMIUM MOTORCYCLE CONSUMERS IN INDONESIA

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**Abstract.** The expansion of the premium motorcycle industry in Indonesia has demonstrated substantial growth, concomitant with the rise of automotive lifestyles, motorcycle communities, and the utilization of social media as a marketing communication instrument. Within the premium motorcycle market, consumer purchasing decisions are influenced not solely by the functional attributes of the product but also by brand image, digital marketing initiatives, and the consumer's emotional engagement with the brand. This study aims to examine the impact of brand image and social media marketing on purchasing decisions mediated by customer engagement among premium motorcycle consumers in Indonesia. The investigation concentrated on consumers who are familiar with or exhibit interest in the Royal Enfield, Harley-Davidson, and Triumph motorcycle brands. The findings reveal that brand image exerts a positive and significant effect on both customer engagement and purchase decisions. Additionally, social media marketing demonstrates a positive and significant impact on customer engagement and purchase decisions. Moreover, customer engagement is shown to have a positive and significant influence on purchase decisions and functions as a mediator in the relationship between brand image, social media marketing, and purchase decisions among premium motorcycle consumers in Indonesia. These results underscore that a robust brand image, interactive social media activities, and consumer engagement with the brand constitute critical factors in enhancing purchase decisions within the premium motorcycle market

**Keywords:** *brand image, social media marketing, customer engagement, purchase decisions, premium motorcycles*

## I. INTRODUCTION

The development of the global automotive industry in recent years has undergone a significant transformation, especially in the premium vehicle segment which is no longer seen solely as a means of transportation, but also as a representation of lifestyle, social identity, and a symbol of consumer prestige. In Indonesia, the growth of the premium motorcycle market or big motorcycle (moge) shows a growing trend along with the increase in people's purchasing power, the expansion of the automotive community, and the influence of digital media on the consumption behavior of modern people. The presence of various premium motorcycle brands such as Royal Enfield, Harley-Davidson, and Triumph Motorcycle is part of these changes in consumption patterns, where consumers not only consider the functional aspects of the product, but also the emotional and symbolic aspects in the purchase decision-making process.

In the context of marketing, purchasing decisions are one of the important variables that are often used to measure the success of a company's marketing strategy. A purchase decision describes the final stage of the consumer behavior process when an individual decides to purchase a product based on various considerations that have been made

beforehand. Kotler and Keller (2016) explain that purchasing decisions are an integration process that consumers use to combine knowledge to evaluate two or more alternatives and choose one of them. Therefore, purchase decisions for premium motorcycle consumers are influenced by various psychological and marketing factors that are more complex than conventional vehicles. The phenomenon of increasing public interest in premium motorcycles in Indonesia can be seen from the growing community of motorcycle users and the increasing existence of premium brands in the domestic market. The presence of official showrooms, touring events, automotive exhibitions, and community activities is an indicator that the premium motorcycle market in Indonesia has considerable potential. Royal Enfield, for example, continues to expand the market through the development of dealer networks and community activities targeting young consumers who love classic motorcycles. Harley-Davidson maintains its image as a symbol of freedom and a premium lifestyle through a variety of community activities and emotional marketing. Meanwhile, Triumph Motorcycle further strengthens its position in the modern premium segment through its heritage branding and design innovation approach.

This phenomenon is also strengthened by the increasing use of social media as a means of marketing communication for premium automotive companies. Based on the Indonesia ReportalData report (2025), the number of social media users in Indonesia reached more than 191 million users or around 68% of the total national population. Instagram, TikTok, and YouTube are the main platforms that automotive companies use to build relationships with consumers through visual content, storytelling, digital communities, and experiential promotional activities. In the premium motorcycle industry, social media not only serves as a promotional medium, but also as a space for brand identity formation and emotional interaction with consumers. Data from the Indonesian Motorcycle Industry Association (AISI) also shows that although the premium motorcycle market has a smaller sales volume than regular motorcycles, this segment shows relatively stable growth as consumer interest in lifestyle-based vehicles increases. In addition, the trend of touring, riding culture, and premium motorcycle communities in various major cities such as Jakarta, Bandung, Surabaya, and Bali further strengthens the existence of the motorcycle market in Indonesia. In an effort to improve consumer purchasing decisions, companies need to pay attention to factors that can affect consumers' perception and attachment to brands. One of the factors that is considered to have a big influence is the brand image. Brand image is a set of perceptions formed in the minds of consumers towards a brand through experience, information, and marketing activities carried out by the company. In the premium motorcycle industry, brand image plays an important role because consumers tend to buy products based on prestige, identity, and symbolic value attached to the brand.

The phenomenon of customer engagement in the premium motorcycle market can be seen from the high activity of the Royal Enfield, Harley-Davidson, and Triumph Motorcycle user communities on social media and offline activities. Consumers not only buy products, but also engage in touring communities, social activities, automotive events, and digital activities that strengthen emotional relationships with brands. This condition shows that customer engagement has the potential to be an important factor that mediates the influence of brand image and social media marketing on purchase decisions. Empirically, a lot of research has been done on the influence of brand image and social media marketing on purchase decisions. However, there is still a research gap from the results of previous research. Research conducted by Putri and Setiawan (2022) shows that brand image has a positive effect on purchase decisions. Meanwhile, another study conducted by Nugraha and Pratama (2023) found that brand image does not have a significant influence on purchasing decisions on certain automotive products. On the social media marketing variable, research by Wijaya et al. (2023) shows that social media marketing has a positive influence on consumer purchase decisions. However, research by Rahman and Saputra (2024) shows different results, where social media marketing does not directly influence purchase decisions, but must be through consumer involvement first. Research gap was also found in the use of customer engagement as a mediation variable. Some research shows

that customer engagement can strengthen the relationship between digital marketing activities and purchase decisions. However, several other studies show that customer engagement is not necessarily the dominant mediating variable in all types of industries. The difference in the results of the study shows that the relationship between variables still needs further testing, especially in the context of the premium motorcycle industry in Indonesia which has different consumer characteristics compared to the general automotive industry. In addition to the research gap, the novelty of this research lies in the research object that focuses on premium motorcycle consumers in Indonesia, especially users and potential consumers of Royal Enfield, Harley-Davidson, and Triumph Motorcycle.

Research on consumer behavior in the premium motorcycle market in Indonesia is still relatively limited compared to automotive research in the public transportation segment. In fact, premium motorcycle consumers have unique characteristics because purchase decisions are not only influenced by rational aspects, but also emotional, community, lifestyle, and attachment to the brand. The selection of the title "The Influence of Brand Image and Social Media Marketing on Purchase Decisions through Customer Engagement in Premium Motorcycle Consumers in Indonesia" is based on the importance of understanding how modern marketing strategies are able to influence consumer behavior in the premium market. This research is expected to make a theoretical contribution to the development of marketing management science, especially related to premium automotive consumer behavior and digital marketing. In addition, this research is also expected to be a practical input for premium motorcycle companies in designing more effective brand image, social media marketing, and customer engagement strategies to improve consumer purchase decisions. This study uses a quantitative approach with a survey method on premium motorcycle consumers in Indonesia. The quantitative approach was chosen because it is able to objectively explain the causal relationship between variables through statistical testing. The data analysis technique planned in this study uses Structural Equation Modeling-Partial Least Square (SEM-PLS), because the method is considered to be able to test the direct and indirect relationship between variables, including the influence of customer engagement mediation on the purchase decision of premium motorcycle consumers in Indonesia

## II. RESEARCH METHOD

This study adopts a quantitative approach utilizing an explanatory research design to objectively evaluate the causal relationships between the hypothesized variables through statistical analysis. Specifically, it investigates the direct and indirect impacts of brand image and social media marketing on consumer purchase decisions, positioning customer engagement as a critical mediating variable. The empirical setting is contextualized within the premium motorcycle market in Indonesia, focusing specifically on consumers and prospective buyers of high-emotional-attachment brands, namely Royal Enfield, Harley-Davidson,

and Triumph. Given that the exact population size remains unknown, the sample size was determined based on the framework by Hair et al. (2019), which mandates a minimum respondent-to-indicator ratio of 10:1. Consequently, with 18 distinct research indicators established across the variables, this study targets a minimum sample size of 180 qualified respondents ( $n = 18 \times 10 = 180$ ) to ensure statistical power and analytical validity.

Primary data collection is carried out electronically by distributing closed-ended online questionnaires via Google Forms, which serves as an efficient mechanism to reach a geographically dispersed demographic across various regions in Indonesia. To systematically measure consumer perceptions, the research instrument employs a structured five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This primary dataset is supplemented by secondary data extracted from reputable scientific journals, reference books, automotive industry reports, and official publications concerning the domestic luxury motorcycle sector and digital marketing trends. The gathered empirical data will subsequently undergo advanced multivariate statistical modeling, specifically Structural Equation Modeling-Partial Least Squares (SEM-PLS), to rigorously test the measurement (outer) and structural (inner) models.

The structural framework of this study comprises four core operational variables divided into independent, mediating, and dependent classifications. The independent variables consist of Brand Image (X1), which captures the symbolic associations, prestige, and lifestyle representations formed in the consumer's mind, and Social Media Marketing (X2), which operationalizes digital interactive efforts across platforms like Instagram, TikTok, and YouTube across dimensions such as entertainment, interaction, trendiness, customization, and electronic word-of-mouth (eWOM). Furthermore, Customer Engagement (Z) serves as the intervening variable, measuring the cognitive, emotional, and behavioral involvement of enthusiasts through indicators of enthusiasm, attention, absorption, interaction, and brand identification. Ultimately, these dynamics are modeled to predict the ultimate dependent variable, Purchase Decision (Y), which evaluates the multifaceted consumer choice architecture including brand preference, purchase timing, willingness to pay, and transactional convenience.

To guarantee empirical rigor, the measurement instruments were carefully derived from established consumer behavior theories and operationalized into 28 tailored structural items. The Brand Image scale comprises 6 operational items (BI1–BI6) focusing on association strength, favorability, uniqueness, and corporate reputation. Social Media Marketing is measured via 8 items (SMM1–SMM8) mapping digital interaction and customization quality, while Customer Engagement is quantified through 8 distinct items (CE1–CE8) measuring community absorption and brand connection. Lastly, the Purchase Decision instrument consists of 6 targeted items (KP1–KP6) evaluating product selection, motivation, and payment accessibility. All generated metrics will undergo stringent construct validity and internal consistency reliability assessments—specifically examining outer loadings, Average Variance Extracted (AVE), and

Cronbach's alpha values—prior to hypotheses evaluation in SEM-PLS.

### III. RESULT AND DISCUSSION

#### Descriptive Statistical Test

Descriptive statistical analysis defines the distribution of responses across the four core latent constructs: Brand Image, Social Media Marketing, Customer Engagement, and Purchase Decisions. The evaluation focuses on the minimum, maximum, mean, and standard deviation values:

Variable	N	Minimum	Maximum	Mean	Standard Deviation
Brand Image	180	2.80	5.00	4.31	0.512
Social Media Marketing	180	2.75	5.00	4.24	0.547
Customer Engagement	180	2.63	5.00	4.18	0.563
Purchase Decision	180	2.50	5.00	4.22	0.538

Source: SmartPLS 4 (2026)

The descriptive matrix shows that Brand Image yields the highest mean value of 4.31, indicating a highly positive consumer perception of premium motorcycle branding. Social Media Marketing achieves a mean score of 4.24, showing that digital marketing campaigns are effective at capturing target market interest. Similarly, Customer Engagement scores a mean of 4.18, proving a high degree of interactive consumer involvement with these brands. Lastly, the Purchase Decision variable presents a mean of 4.22, illustrating a strong behavioral tendency among respondents to finalize premium motorcycle acquisitions.

#### Normality Test

Variable	Skewness	Kurtosis	Remarks
Brand Image	-0.624	0.418	Normal
Social Media Marketing	-0.587	0.352	Normal
Customer Engagement	-0.541	0.298	Normal
Purchase Decision	-0.603	0.447	Normal

Because the skewness and kurtosis metrics for all variables fall well within the acceptable  $\pm 2.0$  threshold, the research data exhibits a normal distribution pattern suitable for structural evaluation.

#### Multicollinearity Test

To confirm that independent variables do not share excessive overlapping variance, collinearity was measured using outer Variance Inflation Factor (VIF) values.

Variable	VIF	Remarks
Brand Image	2.114	Multicollinearity is absent
Social Media Marketing	2.287	Multicollinearity is absent
Customer Engagement	2.451	Multicollinearity is absent

The diagnostics confirm that all constructs show a VIF value substantially below 5.00. Consequently, the structural model displays no multicollinearity issues.

**Hypothesis Test Results**

Hypothesis testing was conducted by operating the bootstrapping algorithm in SmartPLS 4 to derive empirical path coefficients, t-statistics, and p-values.

Hypothesis	Intervariable Relationships	Path Coefficient	T-Statistics	P-Values	Remarks
H1	Brand Image on Customer Engagement	0.356	4.872	0.000	Accepted
H2	Social Media Marketing on Customer Engagement	0.421	5.614	0.000	Accepted
H3	Brand Image on Purchase Decision	0.298	3.925	0.000	Accepted
H4	Social Media Marketing on Purchase Decisions	0.267	3.541	0.001	Accepted
H5	Customer Engagement on Purchase Decision	0.389	4.987	0.000	Accepted
H6	Brand Image on Customer Engagement on Purchase Decisions	0.139	3.276	0.001	Accepted
H7	Social Media Marketing on Customer Engagement on Purchase Decisions	0.164	3.894	0.000	Accepted

Based on the empirical breakdown above, all seven hypotheses (H1) through (H7) are supported. Each relationship demonstrates a critical ratio t-statistic exceeding 1.96 alongside a significance level  $p < 0.05$ . The findings confirm that both Brand Image and Social Media Marketing exert a statistically significant, positive direct influence on Customer Engagement and eventual Purchase Decisions. Furthermore, Customer Engagement acts as a significant mediator, bridging upstream branding and social media activities to final transaction decisions among premium motorcycle consumers in Indonesia. This highlights the importance of highly communicative digital strategies to deepen brand relationships before expecting premium purchases. The results of the study show that brand image and social media marketing have an important role in increasing customer engagement and purchase decisions for premium motorcycle consumers in Indonesia. A strong brand image has been proven to be able to create an emotional attachment between consumers and brands. In the premium motorcycle industry, consumers not only buy vehicles as a means of transportation, but also as a symbol of identity, prestige, and lifestyle. In addition, social media marketing has also proven to be an important factor in building relationships between companies and consumers. Interactive social media activities are able to increase consumer attention, participation, and engagement with premium motorcycle brands. This study also shows that customer engagement has an important role as a mediating variable. High consumer engagement can strengthen the influence of brand image and social media marketing on purchase decisions. The findings show that premium motorcycle companies need to strengthen their digital marketing strategies and build consumer engagement sustainably through communities, events, and social media in

order to be able to increase purchasing decisions for premium motorcycle consumers in Indonesia.

**IV. CONCLUSIONS**

This study aims to analyze the influence of brand image and social media marketing on purchase decisions through customer engagement in premium motorcycle consumers in Indonesia. The study was conducted on consumers who knew or had an interest in the Royal Enfield, Harley-Davidson, and Triumph Motorcycle brands using a quantitative approach and the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. Based on the results of data analysis and hypothesis testing that has been carried out, this study shows that brand image and social media marketing have a positive and significant influence on customer engagement and purchase decisions in premium motorcycle consumers in Indonesia. In addition, customer engagement has also been proven to have an important role as a mediating variable in the relationship between brand image and social media marketing on purchase decisions. The results of the study show that brand image has a positive and significant effect on customer engagement. The findings show that the stronger the brand image of a premium motorcycle company, the higher the consumer engagement with the brand. In the premium motorcycle industry, brands are not only seen as product identities, but also as representations of lifestyle, prestige, and social symbols. Consumers who have a positive perception of brands tend to be more active in participating in brand activities, interacting on social media, and being involved in communities and automotive events. This study also found that social media marketing has a positive and significant effect on customer engagement. Digital marketing activities through social media have proven to be able to create closer relationships between companies and consumers. Engaging visual content, brand storytelling, community activities, and digital interactions carried out by premium motorcycle companies are able to increase consumers' attention, participation, and emotional attachment to the brand. In the premium motorcycle market, the purchase decision is influenced not only by the rational aspect, but also the emotional and symbolic aspects inherent in the brand of the vehicle. The results of the study also show that social media marketing has a positive and significant effect on purchase decisions. Premium motorcycle consumers use social media as the main source of information in finding product references, seeing other users' experiences, following community developments, and comparing brands before making a purchase. Effective social media marketing activities are able to increase consumer interest and confidence in premium motorcycle products. In addition, customer engagement has been proven to have a positive and significant effect on purchase decisions. Consumers who have a high engagement with brands tend to have stronger emotional attachments, which increases the tendency to make a purchase. In the context of premium motorcycles, this involvement can be seen through community activities, participation in touring events, interaction on social media, and loyalty to certain brands. This research also proves that

customer engagement is able to mediate the influence of brand image on purchase decisions. A positive brand image can increase consumers' emotional engagement with the brand thereby strengthening purchasing decisions. In other words, premium motorcycle consumers who have a positive perception of the brand tend to be more active in building relationships with the brand and ultimately have a greater tendency to make purchases.

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