

The effect of service quality, brand image, price perception and innovation on consumer trust (study on Honda motorcycle users in Kudus Regency)

Feby Dwi Fitriya^a, Dina Lusianti^b, Keke Tamara Fahira^c

^{abc} Faculty of Economics and Business Universitas Muria Kudus

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ABSTRACT

This research is intended to examine the effect of service quality, brand image, price perception, and innovation on consumer trust among users of Honda PCX motorcycles in Kudus Regency. The study population consisted of consumers who had purchased and used the motorcycle within the last six months. A total of 150 respondents were selected through a purposive sampling method. The collected data were processed and analyzed using multiple linear regression analysis. The findings indicate that service quality exerts a positive and significant impact on consumer trust. Likewise, brand image has a positive and significant effect on consumer trust. In addition, price perception positively and significantly influences consumer trust. Innovation also demonstrates a positive and significant effect on consumer trust. Collectively, service quality, brand image, price perception, and innovation simultaneously have a positive and significant influence on consumer trust.

1. Introduction

In today's modern world, mobility has become a crucial necessity in every individual's daily life. Every day, people are faced with various activities that require moving from one place to another, whether for work, school, shopping, or other activities. To support this mobility need, many people rely on motorcycles for transportation. (Hariyanto & Susanti, 2021) Honda motorcycles have long been recognized as a favorite choice and a reliable riding partner. PT Astra Honda Motor continues to innovate products and technologies, enhance sales and after-sales services, and maintain active communication through various platforms (Pratama & Hayuningtias, 2022).

As one of the fastest-growing motorcycle brands, Honda continues to demonstrate its dominance in the Indonesian automotive market with strong domestic sales data from 2024 to 2025. During that period, Honda recorded the highest sales figures compared to other brands, supported by various flagship models such as the Beat Honda, Vario Honda, Scoopy Honda, and PCX Honda. Figure 1 shows domestic motorcycle sales data for 2024-2025.

*Corresponding author:

Email address: dina.lusianti@umk.ac.id

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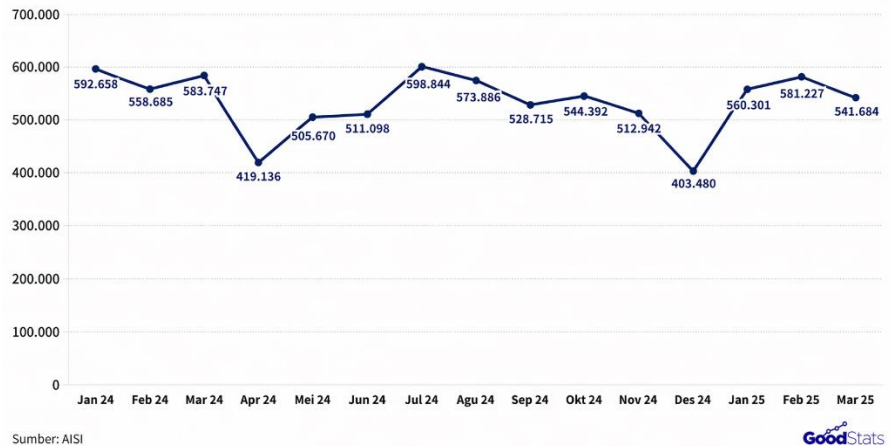


Figure 1: data.goodstats.id/ (2025)

Overall, in Figure 1 shows that domestic motorcycle sales volume fluctuates throughout 2024 to March 2025. A sharp decline was seen in April 2024 and December 2024, followed by a significant recovery in the following months, especially in July 2024 and February 2025. In the rising phase, the data shows that Honda remains the dominant brand in the market due to consumer trust in the Honda brand, even though competition with other brands such as Yamaha remains tight. A strong brand not only provides identity to the product but also builds a level of trust, which means that consumer perceptions of the brand also influence their trust in the brand (Sa'adah et al., 2024).

This upward trend in Honda sales also reflects the growing demand for motorcycles in Indonesia, particularly in the popular automatic scooter segment, which is also driven by the quality of service provided. Honda Motor focuses not only on motorcycle sales but also prioritizes the quality of after-sales service. The quality of service offered by a company is crucial for building consumer trust (Rahman & Supriadi, 2022).

Unsatisfactory service quality can negatively impact consumer confidence. If the quality of service delivered falls short of expectations, consumers are likely to regard the company as lacking professionalism and attentiveness. Over time, this condition can gradually diminish their confidence in the company's capability to fulfill their needs. In addition to the quality of service expected by customers, price is also an important consideration for consumers when maintaining their motorcycles (Wahyuddin, 2024).

As one of the best-selling motorcycle brands in Indonesia, Honda continues to maintain its dominance in the automotive market with a variety of models that consumers are interested in. Table 1 explains the four types of automatic motorcycles that held the top positions during 2022–2025: the Honda Beat, Honda Vario, Honda Scoopy, and Honda PCX.

Table 1 : Top Motorcycle Brand Award 2022-2025 topbrand-award.com

Motorcycle	YEAR (Top Brand Index) (%)			
	2022	2023	2024	2025
Honda Beat	34.20	35.60	28.00	32.10
Honda Vario	20.80	20.60	19.40	15.20
Honda Scoopy	9.90	9.70	20.00	16.70
Honda PCX	8.30	7.70	10.30	9.90

The Honda PCX also showed an increase in sales of 10.30% in 2024, but dropped again to 9.90% in 2025. Overall, this data shows that Honda has a strong brand. Researchers took Honda PCX motorcycle users as the object. Based on the data in table 1, the Honda PCX experienced an increase in the Top Brand Index from 2022 to 2025, but experienced a slight decline in 2025 to 9.90%. This trend indicates a change in consumer preference for the Honda PCX compared to other brands. The Honda PCX does have various advantages, both in terms of design, driving comfort, and engine performance that supports daily use. Some shortcomings in the innovation aspect are still often highlighted by its users.

Previous studies have found conflicting findings regarding the influence of various variables on consumer trust. These studies show mixed results regarding the relationships between variables. Kurniawan et al., (2021) found that service quality has a positive effect on consumer trust, but Rahman & Supriadi, (2022) stated that service quality had no effect. Rachim et al., (2023) stated that brand image has an influence on consumer trust, but Aji (2024), actually found the opposite. Dika et al., (2023) revealed that price perception has a positive effect on consumer confidence, while Hidajat & Setiawan (2022) shows that price perception has no influence. The results Ningsih & Siregar (2022) stated that innovation has an impact on consumer trust, however Aspiyah et al., (2023) having no effect on innovation outcomes. The differences in the findings of this study indicate a research gap that requires further investigation.

This research seeks to examine the factors influencing consumer trust in choosing the Honda PCX and understand the reasons behind its fluctuations in popularity. Trust has a significant impact on a company. Consumer trust can be developed through various efforts to maintain effective communication with them (Paramesti & Setyanto, 2022).

2. Theoretical Framework and Hypotheses Development

2.1. Theoretical Framework

Nizamuddin (2021:93) states that the framework of thought functions as a tool for systematic analysis and serves as the basis for arguments regarding the direction or trends of research. The framework of thought is structured based on the research problem and relevant theoretical basis. Figure 2 is the theoretical framework of thought in this study:

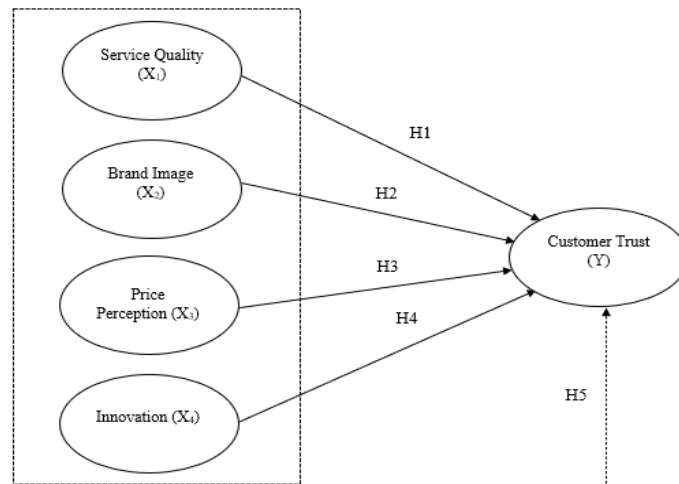


Figure 2 Conceptual Framework of Thought

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Drawing upon the theoretical foundation and conceptual framework, the research hypotheses are formulated as follows:

H1: Service Quality exerts a positive and significant influence on Consumer Trust.

H2: Brand Image exerts a positive and significant influence on Consumer Trust.

H3: Price perception exerts a positive and significant influence on Consumer Trust.

H4: Innovation exerts a positive and significant influence on Consumer Trust.

H5: Service Quality, Brand Image, Price Perception and Innovation simultaneously exerts a positive and significant influence on Consumer Trust.

2.2. Hypotheses Development

Service quality, or customer service, can be classified into two categories: good service and less than satisfactory service. This quality of service is dynamic and variable, making it possible to improve it (Indrasari, 2019:61). Wahyuddin (2024) this study states that service quality influences consumer trust. Therefore, this study produces the first hypothesis:

H1 : Service Quality exerts a positive and significant influence on Consumer Trust of Honda PCX Motorcycle Users in Kudus Regency.

Setiadi (2019:180) stated that brand imageBrand image is related to beliefs and preferences toward a brand, which can influence a person's decision

to make a purchase based on the brand's perception and representation. A positive brand image tends to make consumers purchase and feel satisfied with the product, while a negative brand image can directly reduce consumer trust. Gibran et al., (2024) this study states that brand image has an influence on consumer trust. Thus, this study produces a second hypothesis:

H2 : Brand Image exerts a positive and significant influence on Consumer Trust of Honda PCX Motorcycle Users in Kudus Regency.

Price perception refers to a consumer's evaluation of the importance of price in purchasing decisions. The price assigned to a product is perceived as reflecting the value received, so consumers perceive the sacrifices involved in paying that amount. Diansyah & Chrismardani (2024) the results showed that price perceptions influence consumer trust. Thus, this study produces the third hypothesis:

H3 : Price perception exerts a positive and significant influence on Consumer Trust of Honda PCX Motorcycle Users in Kudus Regency.

Ramadhanti & Dwiarta (2021) states that innovation is both a process and a resource that utilizes existing products or potential to develop them to achieve greater value and meaning. This process is carried out through renewal, improvement, or the incorporation of new ideas so that the product can provide greater benefits and increase competitiveness. This study indicates that innovation has an impact on consumer trust. Thus, this study generates the fourth hypotheses:

H4 : Innovation exerts a positive and significant influence on Consumer Trust of Honda PCX Motorcycle Users in Kudus Regency.

This study also analyzes the simultaneous influence of four predictor variables: service quality, brand image, price perception, and innovation toward the explained variable, namely consumer trust. Therefore, this study produces the fifth hypothesis:

H5 : Service Quality, Brand Image, Price Perception and Innovation simultaneously exerts a positive and significant influence on Consumer Trust of Honda PCX Motorcycle Users in Kudus Regency.

3. Research Method

3.1. Data Sample Collection

This study employed a non-probability sampling method. The sample was selected using a purposive sampling technique, which involves choosing respondents based on specific criteria or predetermined considerations (Sugiyono, 2022:85). The considerations or criteria that must be met by respondents to be used as a sample are Honda PCX motorcycle users in Kudus

Regency who have purchased and used a Honda PCX motorcycle in the last 6 months. This study applied the Roscow formula to determine the sample size, which resulted in a sample size of 150 respondents who were Honda PCX motorcycle users in Kudus Regency. Data for this study were collected through the distribution of questionnaires using Google Forms to Honda PCX motorcycle users in Kudus Regency.

3.2. Technical Analysis and Variable Measurement

The data was processed using regression software. The tests used were validity, reliability, and classical assumption testing. The data were analyzed using multiple linear regression along with hypothesis testing. Multiple linear regression was applied to examine the relationship and the effect of the predictor variables on the explained variable, as represented by the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information:

Y	= dependent variable (consumer trust)
α	= constant
$\beta_1, \beta_2, \beta_3, \beta_4$	= coefficient of the regression line
X1	= service quality variable
X2	= brand image variable
X3	= price perception variable
X4	= innovation variable
e	= error (confounding variable)

4. Findings and Discussion

Descriptive statistics serve as an analytical approach used to provide a general overview of research data characteristics by calculating the maximum value, minimum value, mean, and standard deviation. This analysis aims to help researchers understand patterns, tendencies, and the distribution of the data studied without making inferential conclusions. The results of the descriptive analysis using the SPSS 26 program are as follows:

Table 2 Descriptive Variables of Service Quality

Source: Processed SPSS results, 2026

Indicator	Frequency					Total	Average
	STS	TS	KS	S	SS		
(X1.1) Reliability	12	23	37	34	44	150	3.50
(X1.2) Politeness	3	13	31	63	40	150	3.83
(X1.3) Comfort	5	5	23	42	75	150	4.18
(X1.4) Awareness	5	18	34	38	55	150	3.80
(X1.5) Provisions	4	25	33	37	51	150	3.71
(X1.6) Consistency	7	10	21	33	79	150	4.11
Total	36	94	179	247	344	900	3.85

According to the results of the descriptive analysis of the Service Quality variable, it can be seen in Table 2 that Service Quality has an average value of 23.13. The highest indicator of the Service Quality variable is Convenience (X1.3) with a value of 4.18, while the lowest variable indicator is Reliability (X1.1) with a value of 3.50.

Table 3 Descriptive Variables of Brand Image

Indicator	Frequency					Total	Average
	STS	TS	KS	S	SS		
(X2.1) Brand Identity	7	19	54	38	32	150	3.46
(X2.2) Brand Personality	5	19	38	43	45	150	3.69
(X2.3) Creator Image	9	13	28	38	62	150	3.87
(X2.4) User Image	7	10	28	52	53	150	3.89
(X2.5) Product Image	11	18	20	40	61	150	3.81
(X2.6) Brand Association	10	19	22	36	63	150	3.82
(X2.7) Brand Attitudes and Behavior	22	16	18	31	63	150	3.65
Total	71	114	208	278	379	1,050	3.74

Source: Processed SPSS results, 2026

According to the results of the descriptive analysis of the Brand Image variable, it can be seen in Table 3 that Brand Image has an average value of 26.19. The highest indicator of the Brand Image variable is User Image (X2.4) with a value of 3.89, while the lowest variable indicator is Brand Identity (X2.1) with a value of 3.46.

Table 4 Descriptive Variable of Price Perception

Indicator	Frequency					Total	Average
	STS	TS	KS	S	SS		
(X3.1) Price Fairness	12	30	31	26	51	150	3.49
(X3.2) Price Affordability	4	10	30	65	41	150	3.86
(X3.3) Price Matching with Product Quality	3	8	33	29	77	150	4.13
(X3.4) Price Competitiveness	2	6	18	41	83	150	4.31
(X3.5) Price Matching with Benefits	7	14	23	41	65	150	3.95
(X3.6) Estimated Price	6	7	18	39	80	150	4.20
Total	34	75	153	241	397	900	4.00

Source: Processed SPSS results, 2026

According to the results of the descriptive analysis of the Price Perception variable, Table 4 shows that Price Perception has an average value of 23.94. The highest indicator of the Price Perception variable is Price Competitiveness (X3.4) with a value of 4.31, while the lowest variable indicator is Price Fairness (X3.1) with a value of 3.49.

Table 5 Descriptive Variables of Innovation

Indicator	Frequency					Total	Average
	STS	TS	KS	S	SS		
(X4.1) Relative Advantage	21	31	23	31	44	150	3.31
(X4.2) Compliance	6	12	31	49	52	150	3.86
(X4.3) Observability	3	7	36	52	52	150	3.95
(X4.4) Divisibility	5	16	24	41	64	150	3.95
(X4.5) Ease of communication	7	9	30	46	58	150	3.93
(X4.6) Complexity	5	10	26	42	67	150	4.04
Total	47	85	170	261	337	900	3.84

Source: Processed SPSS results, 2026

According to the results of the descriptive analysis of the Innovation variable, it can be seen in Table 5 that Innovation has an average value of 23.04. The highest indicator of the Innovation variable is Complexity (X4.6) with a value of 4.04, while the lowest variable indicator is Relative Advantage (X4.1) with a value of 3.31.

Table 6 Descriptive Variables of Consumer Trust

Indicator	Frequency					Total	Average
	STS	TS	KS	S	SS		
(Y.1) Integrity	17	27	27	24	55	150	3.49
(Y.2) Honesty	5	12	30	62	41	150	3.81
(Y.3) Concern	5	7	28	45	65	150	4.05
(Y.4) Sincerity	4	12	17	43	74	150	4.14
(Y.5) Ability	8	6	20	41	75	150	4.13
(Y.6) Competence	5	16	23	41	65	150	3.97
(Y.7) Willingness to Depend	3	13	30	40	64	150	3.99
Total	47	93	175	296	439	1,050	3.94

Source: Processed SPSS results, 2026

According to the results of the descriptive analysis of the Consumer Trust variable, it can be seen in Table 6 that Consumer Trust has an average value of 3.94. The highest indicator of the Consumer Trust variable is Sincerity(Y4) with a value of 4.14, while the lowest variable indicator is Integrity (Y.1) with a value of 3.49.

Table 7 Results of the Significance Test of the Percentage Influence (t-Test)

Variables	t value		Prob Sig		Results	Information
	t count	t table	5%	Sig		
Service Quality	3,827	1,655	0.05	0,000	Positive and significant impact	H1 Accepted
Brand Image	3,301	1,655	0.05	0.001	Positive and significant impact	H2 Accepted
Price Perception	5,296	1,655	0.05	0,000	Positive and significant impact	H3 Accepted
Innovation	2,805	1,655	0.05	0.006	Positive and significant impact	H4 Accepted

Source: Processed SPSS results, 2026

Referring to the t-test results, it can be inferred that all examined independent variables Service Quality, Brand Image, Price Perception, and Innovation demonstrate a positive and significant effect on the dependent variable. This is evidenced by each variable's calculated t-value exceeding the t-table value of 1.655 and having a p-value below 0.05. Specifically, Service

Quality records a t-value of 3.827 with a p-value of 0.000, Brand Image shows a t-value of 3.301 with a p-value of 0.001, Price Perception exhibits the strongest effect with a t-value of 5.296 and a p-value of 0.000, and Innovation obtains a t-value of 2.805 with a p-value of 0.006. Thus, it means that each independent variable is proven to play a significant role in influencing the dependent variable in this study.

Effect of Service Quality on Consumer Trust

According to the results of the analysis, it is found that service quality exerts a positive significant influence on significant influence on consumer trust. This suggests that the higher the quality of service delivered to consumers, the greater the level of consumer trust. In this study, the highest indicator of the service quality variable is comfort (X1.3). Consumers who use Honda PCX consider that the feeling of comfort felt during the service process, both in terms of facilities, atmosphere, and interaction with employees, is a major factor in building trust. Service Quality that provides comfort makes consumers feel safe, valued, and confident in the company, thus encouraging the formation of sustainable consumer trust.

These results are in accordance with research conducted by Wahyuddin (2024) which states that service quality exerts a positive influence on consumer trust. The results of different studies conducted Rahman & Supriadi (2022) in his research, he stated that service quality does not influence consumer trust.

Effect of Brand Image on Consumer Trust

According to the results of the analysis, brand image exerts a positive significant influence on consumer trust. This implies that the stronger a company's brand image, the higher the level of consumer trust in that brand. In this study, the highest indicator of the brand image variable is user image (X2.4). Consumers consider that the company's image, such as a modern impression, confidence, and suitability to their lifestyle, is a major factor in building a strong brand image. In addition, positive perceptions of brand users make consumers feel that the brand is trustworthy and capable of meeting their expectations.

These results align with the findings of research carried out by Gibran et al., (2024) which states that brand image exerts a positive influence on consumer trust. The results of different studies conducted Aji (2024) stated that brand image does not positively influence consumer trust.

Effect of Price Perception on Consumer Trust

According to the results of the analysis, price perception exerts a positive significant impact on consumer trust. This implies that the more favorable consumers perceive the set price, the higher their trust in the product. In this study, the highest indicator of the price perception variable is price

competitiveness (X3.4). Consumers consider competitive prices and comparable to the quality and benefits received to be the main factors in building their trust. The suitability of price to quality, affordability, clarity of price information, and price consistency also play a role in forming positive price perceptions.

These results align with the findings of research carried out by Diansyah & Chrismardani (2024) stated that price perception exerts a positive influence on consumer trust. The results of different studies conducted by Hidajat & Setiawan (2022) which states that price perception does not exert a significant impact on consumer confidence.

Effect of Innovation on Consumer Trust

According to the results of the analysis, innovation exerts a positive significant impact on consumer trust. This implies that the more effectively a company implements innovation, the greater the consumers' trust in its products or services. In this study, the highest indicator of the innovation variable was complexity (X4.6). Consumers consider the level of ease in understanding, using, and applying the innovation provided to be an important factor in building trust. Innovations that are not complicated, easy to learn, and do not make things difficult for consumers will provide a positive experience and reduce feelings of uncertainty.

These results align with the findings of research carried out by Ramadhanti & Dwiarta (2021) stated that innovation exerts a positive influence on consumer trust. Different research results were conducted by Aspiyah et al., (2023) which states that innovation influences consumer trust.

The Simultaneous Influence of Service Quality, Brand Image, Price Perception and Innovation on Consumer Trust

According to the test results, service quality, brand image, price perception, and innovation collectively exert a positive and significant effect on consumer trust. These results indicate that these four variables, when combined, can create a synergy that strengthens consumer trust. Good service quality provides a satisfying experience and fosters a sense of security in interacting with the company. A positive brand image builds consumer confidence in the company's reputation and credibility. The perception of a reasonable price that is in line with the perceived benefits makes consumers feel that they are not being disadvantaged, thus increasing trust. Relevant and sustainable innovation demonstrates a company's ability to meet evolving consumer needs. These four aspects work together to build consumer trust. The trust formed is not only temporary but also fosters long-term relationships between consumers and the company.

These results align with the findings of research carried out by Setyarini & Tjahjaningsih (2023) which states that innovation, brand image and price perception exerts a positive influence on consumer trust. Muadz & Rahayu (2023) stated that service quality and price perception influence consumer trust.

5. Conclusions, Limitations, and Recommendations

Conclusion

According to the test results Service Quality exerts a positive significant influence on consumer trust. The higher the quality of Honda's service, the greater the trust of its consumers in Kudus. The same applies to Brand Image, which is proven to exerts a positive significant influence on consumer trust, thus improving the brand image of Honda. Furthermore, Price Perception exerts a positive significant influence, which indicates that the better the price perception, the higher the consumer trust in Honda. In addition, Innovation also exerts a positive significant influence, which shows that the better the innovation perceived by consumers, the better the trust of Honda consumers. Simultaneously, the variables of Service Quality, Brand Image, Price Perception, and Innovation exerts a positive significant influence on Honda PCX Consumer Trust in Kudus Regency.

Limitations

According to this study, there are several limitations that need to be considered. The examination focused only on Honda PCX users in a specific region, so the results cannot be broadly generalized to all Honda PCX users in other regions or across different product types and brands. The characteristics of consumers in other regions may lead to differences in perceptions and behavior.

Recommendation

Considering the limitations of this study, it is recommended that future research be conducted to broaden the scope of the investigation object and area to include Honda PCX users in various regions. This expansion is expected to produce more comprehensive findings and increase the generalizability of the research results. Furthermore, subsequent studies could also explore other types of motorcycle products or brands to compare differences in consumer characteristics, perceptions, and behaviors that shape consumer trust.

Confession

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