

ABSTRACT

The Influence of e-WOM and Brand Image on Purchase Decision of Suzuki GSX-R150 in Jakarta with Perceived Quality as a Mediating Variable.

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This study aims to analyze the influence of electronic word of mouth (e-WOM) and brand image on the purchase decision of the Suzuki GSX-R150 motorcycle in Jakarta, with perceived quality as a mediating variable. The research is motivated by the noticeable decline in GSX-R150 sales compared to its competitors, despite offering competitive technical specifications. This study employs a quantitative method using a causal research design and Partial Least Squares–Structural Equation Modeling (PLS-SEM) for data analysis. A total of 200 respondents were selected using purposive sampling. The findings reveal that both e-WOM and brand image significantly and positively influence purchase decisions, either directly or indirectly through perceived quality. These results highlight the crucial role of perceived quality in bridging digital communication and brand image toward consumer behavior. The implications of this research can serve as a strategic reference for the automotive industry, particularly for Suzuki, in enhancing marketing effectiveness through e-WOM and brand image reinforcement.

Keywords: *electronic word of mouth, brand image, perceived quality, purchase decision*