

THE INFLUENCE OF PERCEPTIONS OF QUALITY AND SOCIAL MEDIA ON BRAND EQUITY OF HONDA MATIC MOTORCYCLES AMONG STUDENTS OF UIN SJECH M. DJAMIL DJAMBEK BUKITTINGGI

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ABSTRACT

This research was motivated by the large number of reports about the frames of Honda brand automatic motorbikes being rusty and broken. Various groups, including students, are discussing Honda brand automatic motorbike products because there are many negative reviews regarding the perception of product quality circulating on social media. This type of research is quantitative research with a survey method. The sampling technique used purposive sampling with a sample of 100 respondents who were students at UIN Sjech M. Djamil Djambek Bukittinggi who used Honda automatic motorbikes. Data collection was carried out by distributing questionnaires online via Google Form. Data analysis was carried out with the help of IBM SPSS version 25 software, by conducting research instrument tests, classical assumption tests, multiple linear regression tests and hypothesis tests. The aim of this research is to test and analyze partially and simultaneously the influence of the independent variables perception of quality and social media on the dependent variable brand equity of Honda automatic motorbikes among students at UIN Sjech M. Djamil Djambek Bukittinggi. The results of the research show that the t-test of the perceived quality variable has a calculated t-value (7.584) > t-table (1.98472) with a significance value of 0.000 < 0.05, so partially perceived quality has a positive and significant effect on brand equity. The t-test of the social media variable has a calculated t-value (3.188) > t-table (1.98472) with a significance value of 0.002 < 0.05, so partially social media has a positive and significant effect on brand equity. The F-test of the perceived quality and social media variables has an F-count value (79.980) > F-table (3.09) with a significance value of 0.000 < 0.05, so simultaneously the perceived quality and social media variables have a positive and significant effect on brand equity. Calculation of the coefficient of determination value shows that perceived quality and social media simultaneously influence brand equity by 62.3%

Keywords: Quality Perception; Social media; Brand Equity

INTRODUCTION

Consumers play an important role in the success of companies in marketing their products. Therefore, it is important for companies to have a thorough understanding of consumer behavior in order to meet current and future consumer needs. One way to meet consumer needs is to develop strong brand equity. Brand equity refers to the assets and liabilities associated with a brand, name, or symbol that can increase or decrease the value of a product or service to a company and its customers. Equity offers various benefits, such as profit opportunities and communicating with more people. What shows whether a brand is strong or not is how many people know about it, whether people think the brand is of good quality, whether people have positive thoughts about the brand, and whether people still buy it. In order to not only survive but also thrive in a competitive market, companies must have a clear understanding of the brand equity status of their products (Khaerunnisya & Endang Sri Rejeki, 2022).

The Honda brand ranks first in motorbike sales in 2022, with a sales rate of 78%. Followed by the Yamaha brand with 21%, Kawasaki with 1%, and Suzuki and TVS with 0% (Data Industry Research, 2023). In line with the publication of the Indonesian Industrial Data Center, research conducted by Siti Nurkhafiza and Dwi Astuti regarding "comparative analysis of brand equity of Honda and Yamaha automatic motorbike products" concluded that the Honda brand was superior in terms of brand equity. This is because consumers recognize and appreciate the specifications, performance, design, shape and features of Honda automatic motorbikes so that they stand out from competition in the industry (Nurkhafiza & Astuti, 2022). Based on this research, it can be concluded that Honda automatic motorbikes have succeeded in meeting the desires and needs of consumers, thus establishing their dominance in the motorbike industry.

However, recently the Honda automatic motorbike brand has been in the spotlight on various social media in Indonesia. One of the accounts on Instagram with the username *uzoneindonesia* uploaded photos and videos related to Honda automatic motorbikes. The account added the statement "reports circulating on social media regarding rust and damage to the frame of the newest Astra Honda Motor (AHM) motorbike. This problem seems to be affecting many of the latest automatic motorbikes, especially those equipped with the Enhanced Smart Architecture Frame (eSAF). The eSAF frame is currently used on various Honda motorbike models, including the Beat, Beat Street, Genio, Scoopy, and Vario 160. A Tiktok user, *mahdom_I4*, shared a video showing rust on a Honda Beat motorbike. Rust is visible in various areas, including under the deck, posing a safety risk." (Uzoneindonesia, 2023). Another Instagram user with the account name *jalan5*, collected and uploaded several videos of a broken Honda frame from various

(Husna dan Awaluddin, 2024)

sources. The post added the statement "a few days before the 78th Independence Day of the Republic of Indonesia, the timeline of Tiktok and various social media platforms was filled with bent new generation Honda frames. Without hesitation, many Honda motorbike owners recorded their motorbike as if it had folded. Many people also complain that their motorbikes are rusty" (Lalur5, 2023). In this post, it can be seen that the quality of Honda products is the main topic of conversation on social media.

Consumers will have different opinions regarding the quality of a product they buy and use. Perceived quality refers to consumer expectations regarding the overall excellence and quality of a product or service provided. Coverage regarding understanding quality indicators that resonate with consumers, delivering high quality products, recognizing important aspects of quality, and communicating messages effectively to convince customers of product quality are key factors in ensuring positive perceptions of quality viz. Consumers' personal experiences with the product, as well as their individual needs and circumstances when consuming the product will shape perceptions of the quality of a brand. Quality covers all aspects of a product offering that provide benefits to customers (Ramadhan et al., 2022).

In connection with the circulation of news about rusty and broken Honda automatic motorbike frames, researchers conducted interviews with several students at UIN Seich M. Djamil Djambek Bukittinggi regarding the perception of quality of Honda motorbikes among students. Responses from sources interviewed by researchers expressed disappointment with the quality of Honda motorbikes. The incident with the Honda automatic motorbike being rusty and broken shows that the performance of Honda products is not in line with consumer expectations. Moreover, as is known so far, the Honda brand is a market leader in the motorbike industry and is now marketing products that can endanger customers.

By understanding customer satisfaction, companies can reach consumers and also influence consumers to choose the products offered. The role of social media can be a factor that can influence consumers regarding the existence of a product. In the field of marketing, social media services provide opportunities for consumers to communicate with business people and other consumers. "Social media helps people to stay informed, involved, interact and collaborate effectively with relevant online communities. "Various posts regarding appreciation, weaknesses and even frustrations of product users can be found on social media" (Setiadi, 2016).

Talking about posts presented on social media that raise current issues, one of the most frequently updated news stories is the rusty and broken lower frame of a Honda motorbike. According to cnnindonesia.com, "The dialogue about Honda motorbike chassis rusting to the point of breaking caused an uproar on the internet last week. The uproar was triggered by many social media accounts discussing about Honda automatic motorbikes breaking in the middle which was predicted to be

due to chassis problems. There are netizens who say this incident is a 'folding motorbike'. It is assumed that the fracture was caused by the chassis experiencing damage caused by rust. Beat, Genio, Vario I60 and Scoopy use the same chassis, namely eSAF or enhanced Smart Architecture Frame. Since then, there has been a lot of information that proves that rust or rust seeds have attacked the Honda scooter chassis. Their posts increased the discussion about problematic Honda motorbikes" (Karim, 2023).

Domestic motorbike sales data report by the Indonesian Motorcycle Industry Association (AISI) from 2018-2022 is as follows (AISI, 2023).

Tabel I. Increase and Decrease in Domestic Motorcycle Distribution

| Year | Sale (unit) | Inc/ Dcr |
|------|-------------|----------|
| 2018 | 6.383.108 | |
| 2019 | 6.487.460 | 1,6% |
| 2020 | 3.660.616 | - 43,5% |
| 2021 | 5.057.516 | 38,2% |
| 2022 | 5.221.470 | 3,24% |

Based on Table I. The increase and decrease in domestic motorbike sales published by the Indonesian Motorcycle Association (AISI) for 2018-2022 shows that, after the Covid-19 pandemic and the easing of the PSBB in 2021, motorbike sales have increased again and will continue to increase in the following year. The increase in community mobilization activities which have returned to normal after the Covid-19 pandemic has caused motorbike sales to increase because people need transportation facilities to carry out their activities. Using a motorbike will help users drive more efficiently to their destination.

Currently, there are many types of motorbike variants released by motorbike manufacturers from various brands, so they are competing to create them to meet people's mobility needs. Today's motorbikes come in various sizes, designs and shapes to suit the needs of their use. Currently there are several types of motorbikes available, namely automatic motorbikes, sport motorbikes and mopeds. The market share for motorbikes by category in 2022, published by AISI, states that the highest market share for motorbikes, reaching 87.94%, is the automatic motorbike (scooter) type. Apart from that, the market share for underbone motorbikes is 6.21% and for sport motorbikes 5.85% (AISI, 2023).

Based on the explanation that has been explained, it shows that in the last two years motorbike sales have increased, especially in the automatic motorbike type and Honda products have become the most frequently chosen brand. However, negative news regarding the quality of Honda automatic motorbike products has been circulating recently on social media. Therefore, further research is needed to

(Husna dan Awaluddin, 2024)

find out and analyze whether perceived quality and social media have an influence on Honda brand equity. This research is different from previous research. First, this research was conducted in a different industry from previous research, in this case the transportation industry, namely motorbike products. Second, in previous research there has been no research that simultaneously tested the influence of perceived quality and social media on brand equity, whereas the data analysis in this study aims to prove the partial and simultaneous influence of perceived quality and social media on the brand equity of Honda automatic motorbikes.

THEORY AND HYPOTHESIS

Brand as defined by Kotler and Keller, refers to a name, symbol or design, or a mixture of others, that makes it easier to recognize a product or service from a trader and differentiates the product from competitors. The purpose of using a brand is to recognize and differentiate the use of a brand, where a brand explains the legal protection given to its owner, represents a guarantee of quality and becomes a tool for differentiation. Brand equity, from a consumer's perspective, is based on consumers' attitudes towards the brand's superior attributes and favorable outcomes from using a brand. Meanwhile, David A. Aaker in Sari defines "brand equity as a collection of assets and liabilities related to brands, names and symbols that increase or decrease the value of a product or service for the company and/or company clients". Brand equity is one of the main assets owned by a company, because it is one of the aspects that can increase the financial figures of a brand for the brand owner or company (Sari, 2017). David A. Aaker stated that there are four fundamental dimensions of brand equity, namely brand associations/federations, brand awareness/understanding, perceived quality and brand loyalty.

David A. Aaker explained that perceived quality is essentially a customer's opinion of the advantages or total quality of a product or service, where this assumption is in line with the customer's dreams of that product or service. The quality of a product is determined by its dimensions. According to Gasperz in Harjadi and Arraniri, there are 8 points of quality dimensions, namely "performance (ability/performance), durability (strength/endurance), conformance to specification (conformity with specifications/details), features (advantages/advantages), reliability (reliability), aesthetic (aesthetics), perceived quality (impression of quality) and service ability (ease of repair/repair)" (Harjadi & Arraniri, 2021). "Research conducted by Alif Maulana Makruf, found that in a partial way, product quality perceptions have a positive influence on brand equity" (Makruf, 2022). Tiana Agnesia et al also stated that perceived quality influences brand equity positively and significantly" (Agnesia et al., 2022). Different from the two previous research results, research by Kholiqun Nur Ramadhan et al., actually

obtained results that perceived quality had a negative effect on brand equity (Ramadhan et al., 2022).

According to Nasrullah, social media is "online media that allows users to express themselves and interact, collaborate virtually and establish social relationships with other users". Introduction/Identification (cognition), communication (communication) and cooperation (cooperation) are three things that show meaning in social media. According to Chris Heuer in Nafisah and Widayanti in Sanjaya, there are dimensions to measure the impact of social media as a marketing method known as 4C, namely context (context/situation), communication (communication), collaboration (collaboration) and connection (connection) (Sanjaya, 2021). Research conducted by Igor Stojanovic et al found that the use of social media has a positive effect on brand equity (Stojanovic et al., 2018). Another study by Haudi et al. shows social media marketing positively influences brand equity (Haudi et al., 2022). Research by Febriana Sakina and Nuri Aslami found that social media marketing has a significant and important impact in building brand equity (Sakina & Aslami, 2022).

The hypothesis in this research can be built based on literature review and previous research, namely as follows:

H1: It is suspected that perceived quality (X1) has a positive and significant effect on the brand equity of Honda automatic motorbikes (Y) among UIN Sjech M. Djamil Djambek Bukittinggi students.

H2: It is suspected that social media (X2) has a positive and significant effect on the brand equity of Honda automatic motorbikes (Y) among UIN Sjech M. Djamil Djambek Bukittinggi students.

H3: It is suspected that perceived quality (X1) and social media (X2) simultaneously have a positive and significant effect on the brand equity of Honda automatic motorbikes (Y) among UIN Sjech M. Djamil Djambek Bukittinggi students.

RESEARCH METHODS

Quantitative research that uses a survey approach to describe the relationship between variables is the research procedure used in the study. Sugiyono defines quantitative research as "quantitative research that uses a positivist perspective to investigate a specific population or example, analyze information using research instruments, and apply it to quantitative or statistical information." In terms of quantitative research, Sugiyono characterizes it as a method that utilizes positivist thinking to research certain populations or samples, analyze information and use information in quantitative or statistical form (Sugiyono, 2015). The research location is UIN Sjech M. Djamil Djambek Bukittinggi. The research period started from pre-research in September 2023 to January 2024. Non-probability sampling

(Husna dan Awaluddin, 2024)

using purposive sampling was used as the sample collection procedure used in this research. Purposive sampling is a method of determining respondents who will be used as samples based on certain criteria determined by researchers (Saputra et al., 2023). The number of samples required based on the Lemeshow formula approach is as follows: (Riyanto & Hatmawan, 2020)

$$\begin{aligned}n &= \frac{Z^2 \times P(1 - P)}{d^2} \\n &= \frac{1,96^2 \times 0,5(1 - 0,5)}{(0,10)^2} \\n &= \frac{3,8416 \times 0,25}{0,01} \\n &= \frac{0,9604}{0,01} \\n &= 96,4\end{aligned}$$

Informations:

- n = the number of samples needed in the research
Z = Z score on the confidence level 95% (Z = 1,96)
P = maximum estimate = 0,5
d = *alpha* (0,10) or *sampling error* = 10%

Based on the formula above, $n = 96,4$. Therefore, the sample size in this research was rounded to 100 respondents. UIN Sjech M. Djamil Djambek Bukittinggi students who use Honda automatic motorbikes, and know or have seen and heard about incidents of Honda automatic motorbike frames rusting to the point of breaking through posts and news on social media at least once are respondents who meet the sample criteria. Questionnaires were distributed via Google Form to collect research data, and a Likert scale was used as a measuring tool. The tool used as a data analysis tool is IBM SPSS version 25 software. The data collected for this research was analyzed using research instrument tests, classical assumption tests, multiple linear regression tests, hypothesis tests and coefficient of determination.

RESULTS AND DISCUSSION

Test Research Instruments

Validity test

Validity experiments are used to assess the level of respondents' explanations of mastering the problems that researchers pose. Items with Corrected Item-Total Correlation exceeding 0.300 can be considered valid. If the

statement is invalid, it must be corrected or eliminated if the Corrected Item-Total Correlation is below 0.300 (Sahir, 2021).

I) Perceived Quality (X1)

Table 2. Validity Test Results of Quality Perception Variables

| Statement Items | Corrected Item-Total Correlation | Rule Of Thum (Standar) | Informations |
|-----------------|----------------------------------|------------------------|--------------|
| X1.1 | 0,644 | 0,300 | Valid |
| X1.2 | 0,666 | 0,300 | Valid |
| X1.3 | 0,656 | 0,300 | Valid |
| X1.4 | 0,545 | 0,300 | Valid |
| X1.5 | 0,680 | 0,300 | Valid |
| X1.6 | 0,567 | 0,300 | Valid |
| X1.7 | 0,641 | 0,300 | Valid |

Sumber: Data primer diolah peneliti, 2023

Table. The results of the validity test show that the Corrected Item-Total Correlation value ranges from 0.545 to 0.680 so that the seven statement items are declared valid or in other words that the seven statement items used in measuring the quality perception variable have a Corrected Item-Total Correlation value higher than the Rule of Thum (standard) is 0.300. So, the 7 statement items can be used for the next test.

I) Social Media (X2)

Table 2. Social Media Variable Validity Test Results

| Statement Items | Corrected Item-Total Correlation | Rule Of Thum (Standar) | Informations |
|-----------------|----------------------------------|------------------------|--------------|
| X2.1 | 0,686 | 0,300 | Valid |
| X2.2 | 0,723 | 0,300 | Valid |
| X2.3 | 0,691 | 0,300 | Valid |
| X2.4 | 0,680 | 0,300 | Valid |

Sumber: Data primer diolah peneliti, 2023

Table. The results of the validity test show that the Corrected Item-Total Correlation value ranges from 0.680 to 0.723 so that the four statement items are considered valid or in other words, the four statement items used in measuring social media variables have a Corrected Item-Total

(Husna dan Awaluddin, 2024)

Correlation value that exceeds the Rule of Thum (standard) which is 0.300. So, the 4 statement items can be used for the next test.

2) Brand Equity (Y)

Tabel 3. Brand Equity Variable Validity Test Results

| Statement Items | <i>Corrected Item-Total Correlation</i> | <i>Rule Of Thum (Standar)</i> | Informations |
|------------------|---|-------------------------------|--------------|
| X _{2.1} | 0,686 | 0,300 | Valid |
| X _{2.2} | 0,723 | 0,300 | Valid |
| X _{2.3} | 0,691 | 0,300 | Valid |
| X _{2.4} | 0,680 | 0,300 | Valid |

Sumber:Data primer diolah peneliti, 2023

Table. The results of the validity test show that the Corrected Item-Total Correlation value ranges from 0.680 to 0.723 so that the four statement items are considered valid or in other words, the four statement items used in measuring social media variables have a Corrected Item-Total Correlation value that exceeds the Rule of Thum (standard) which is 0.300. So, these four statement items can be used for further testing. So, the 5 statement items can be used for the next test.

Reliabilit Test

To test the consistency of respondents' responses, a reliability test was carried out. The higher the coefficient, the higher the reliability or consistency of the respondent's answers. If Cronbach's Alpha exceeds 0.600, it means that the respondent's response is reliable, and the response obtained from the respondent is considered unreliable if the Cronbach's Alpha value is below 0.600 (Sahir, 2021).

Tabel 4. Reliability Test Result

| Variabel | <i>Cronbach's Alpha</i> | <i>Rule Of Thum (Standar)</i> | Information |
|--------------------------------|-------------------------|-------------------------------|-------------|
| Quality | 0,859 | 0,600 | Reliabel |
| Social Media (X ₂) | 0,853 | 0,600 | Reliabel |
| Brand Equity (Y) | 0,890 | 0,600 | Reliabel |

Sumber:Data primer diolah peneliti, 2023

The reliability experiment results table proves that the Cronbach's Alpha figure exceeds the standard (0.600), namely in the variables of perceived quality (0.859), social media (0.853) and brand equity (0.890). So, it can be concluded that the respondents' answers are reliable so that data processing can be continued.

Classic assumption test

Normality test

To check whether the residual figures obtained from the regression are distributed normally or not, a normality experiment is tried. A significance figure greater than 0.05 proves that the regression form is normally distributed, shown by (Purnomo, 2016)

Tabel 5. Normality Test Results

| <i>Exact Sig. (2-tailed)</i> | <i>Alpha</i> | Information |
|------------------------------|--------------|----------------------|
| 0,164 | 0,05 | Normally Distributed |

Sumber: Data primer diolah peneliti, 2023

The normality test results table shows that the assumed value significantly exceeds alpha (0.05), namely Exact Sig. 2-tailed is 0.164. This shows that the data is normally distributed. So, the next stage in data processing can be continued.

Multicollinearity Test

To check whether the regression form creates ties or relationships between independent variables is the goal of multicollinearity experiments. Tolerance numbers that exceed 0, 10 or VIF below 10 are used to identify free variables that are free from multicollinearity (Purnomo, 2016).

Tabel 6. Multicollinearity Test Results

| Variabel | Collinearity_Statisti | | Information |
|-------------------------------------|-----------------------|-------|-------------------------|
| | Tolerance | VIF | |
| Persepsi Kualitas (X ₁) | 0,612 | 1,635 | No Multicollinearity |
| Media Sosial (X ₂) | 0,612 | 1,635 | No Multicollinearity |

Sumber: Data primer diolah peneliti, 2023

(Husna dan Awaluddin, 2024)

The multicollinearity test results table shows that the independent variable has a tolerance > 0.10 , which means that the tolerance value for the quality perception and social media variables exceeds the standard and on the VIF it can be seen that the VIF value is below the standard, namely 10 ($1.635 < 10$). So it can be concluded that each independent variable does not have symptoms of multicollinearity.

Heteroscedasticity Test

To find out whether there are differences in residual variance between observations in the linear regression model, a heteroscedasticity test is carried out. A significance value that exceeds 0.05 is a measurement indicator used to test that heteroscedasticity does not occur. The value that shows indications/symptoms of heteroscedasticity in the research is if the significance value is below 0.05 (Purnomo, 2016).

Tabel 7. Heteroscedasticity Test Results

| Variabel | Sig. | Alpha | Information |
|-------------------------------------|-------|-------|-----------------------------------|
| Persepsi Kualitas (X ₁) | 0,110 | 0,05 | Heteroscedasticity does not occur |
| Media Sosial (X ₂) | 0,179 | 0,05 | Heteroscedasticity does not occur |

Sumber: Data primer diolah peneliti, 2023

The heteroscedasticity test results table shows that each independent variable, namely perceived quality and social media, has a significance value greater than 0.05. So it can be concluded that there are no independent variables that experience indications/symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is "a statistical technique that allows modeling and testing the impact of two or more independent variables on one dependent variable." The regression equation functions to predict the value of the dependent variable (Y), and is used to determine the direction and magnitude of the influence of the independent variable (X) on the dependent variable (Y) (Basuki, 2015).

Tabel 8. Summary of Multiple Linear Regression Analysis Results

| Independen Variabel | Konstanta dan Variabel Independen | Koefisien Regresi |
|---------------------|-------------------------------------|-------------------|
| Brand Equity (Y) | Konstanta (a) | -1,365 |
| | Persepsi Kualitas (X ₁) | 0,532 |
| | Media Sosial (X ₂) | 0,361 |

Sumber: Data primer diolah peneliti, 2023

Based on table. 9. The regression equation model can be obtained as

$$\text{follows: } Y = a + b_1 X_1 + b_2 X_2 + e$$
$$Y = -1,365 + 0,532 X_1 + 0,361 X_2 + e$$

This means that the regression equation above partially shows the relationship between the dependent variables. From this equation it is concluded that:

- a. The constant value is -1.365. This means that if the perceived quality (X1) and social media (X2) variables are equal to zero (0), then the fixed value or initial value of brand equity (Y) is -1.365.
- b. X1 value = 0.532. This means that the regression coefficient for perceived quality shows a positive direction. Specifically, a one unit increase in perceived quality will lead to an increase in brand equity of 0.532 units.
- c. X2 value = 0.361. This means that the social media regression coefficient shows a positive direction. specifically, a one unit increase in social media will lead to a 0.361 unit increase in brand equity.

Based on the results of the partial regression coefficient, it was found that the quality perception variable (X1) made the largest contribution, so that the quality perception variable (X1) was the variable with the most dominant influence on brand equity of Honda automatic motorbikes among UIN Sjech M. Djamil Djambek Bukittinggi students.

Hypothesis testing

- a. Partial hypothesis testing (t Test)

To assess the partial impact (each) of the independent variables on the dependent variable, whether the influence is significant or not, a t test is carried out. The decision making process in the t test is based on the following principles: (Basuki, 2015)

1. The hypothesis is considered accepted if the t-count value exceeds the t-table or the sig value is below 0.05. So it can be concluded that the independent variable has a significant and influential effect on the dependent variable.
2. The hypothesis is considered rejected if the t-count value is below the t-table or sig exceeds 0.05. So it can be concluded that the independent variable has no significant effect on the dependent variable.

(Husna dan Awaluddin, 2024)

Tabel 9. T test result

| Variabel Independen | | T-tabel | T- hitung | Sig. | Conclusion |
|-------------------------------|-------------------|---------|--------------|-------|-------------------------|
| Persepsi (X ₁) | Kualitas | 1,98472 | 7,584 | 0,000 | H ₁ accepted |
| Media Sosial | (X ₂) | 1,98472 | 3,188 | 0,002 | H ₂ accepted |

Sumber: Data primer diolah peneliti, 2023

Table. The t-test shows the partial test results of the influence of the independent variable on the dependent variable (brand equity of Honda automatic motorbikes among students at UIN Sjech M. Djamil Djambek Bukittinggi), which can be explained as follows:

- a. The quality perception variable has a calculated t value (7.584) > t table (1.98472) and a significance level of 0.000 < 0.05. Thus hypothesis one (H₁) is accepted while the null hypothesis (H₀) is rejected. So in this case it can be stated that perceived quality (X₁) has a positive and significant effect on brand equity of Honda automatic motorbikes (Y) among students at UIN Sjech M. Djamil Djambek Bukittinggi. The results of this research are in accordance with previous research conducted by Alif Maulana Makruf, the results of the research found that perceived quality partially has a positive influence on brand equity (Makruf, 2022). Other research by Tiana Agnesia, Fatik Rahayu and Iis Afriani Rachman also states that perceived quality has a positive and significant effect on brand equity (Agnesia et al., 2022). This means that perception of quality is one of the driving factors so that brand equity increases, thereby strengthening the marketing brand.
- b. The social media variable has a calculated t value (3.188) > t table (1.98472) and a significance level of 0.002 < 0.05. Thus the second hypothesis (H₂) is accepted while the null hypothesis (H₀) is rejected. So in this case it can be stated that social media (X₂) has a positive and significant effect on the brand equity of Honda automatic motorbikes (Y) among students at UIN Sjech M. Djamil Djambek Bukittinggi.

This research is in accordance with previous research conducted by Igor Stojanovic, Luisa Andreu and Rafael Curras Perez. The use of social media has a positive effect on brand equity (Stojanovic et al., 2018). Other research by Haudi et al also confirms that there is a positive influence of the intensity of social media use on brand equity (Haudi et al., 2022). Research by Febriana Sakina and Nuri Aslami found that social media marketing has a significant or important impact on the formation of brand equity (Sakina & Aslami, 2022). This means that social media activity is one of the driving factors for increasing brand equity. In marketing, social media allows more personal interactions between companies and consumers. Direct interaction with consumers and vice versa can increase consumer trust, thereby strengthening the marketing brand. Uji hipotesis secara simultan (Uji F

To assess the simultaneous (joint) impact of the independent variable on the dependent variable, whether the influence is significant or not, an F test is carried out. The decision making process in the F test is based on the following principles: (Basuki, 2015)

1. The hypothesis is considered accepted if the F-calculated value exceeds the F-table or the sig value is below 0.05. So it can be concluded that the independent variable simultaneously and significantly influences the dependent variable.
2. The hypothesis is considered rejected if the F-calculated value is below the F-table or sig exceeds 0.05. So it can be concluded that the independent variables simultaneously do not have a significant effect on the dependent variable.

Tabel 10. F test result

| Variabel Independen | F-tabel | F-hitung | Sig. | Conclusion |
|---|---------|----------|-------|----------------------------|
| Persepsi Kualitas (X ₁) dan Media Sosial (X ₂) | 3,09 | 79,980 | 0,000 | H ₃ Accepted |

Sumber: Data primer diolah peneliti, 2023

Table. The F test shows the results of the simultaneous test of the influence of the independent variable on the dependent variable. It was found that the independent variables perceived quality and social media had a calculated F value (79.980) which exceeded the F table number (3.09) and a significance level of 0.000 which was lower than 0.05. Thus hypothesis three (H3) is accepted while the null hypothesis (H0) is rejected. So in this case it can be stated that perceived quality (X1) and social media (X2) simultaneously have a positive and significant effect on the brand equity of

(Husna dan Awaluddin, 2024)

Honda automatic motorbikes (Y) among students at UIN Sjech M. Djamil Djambek Bukittinggi.

Coefficient of Determination (R²)

To assess the magnitude of the significant impact of the independent variable on the dependent variable, the Determination Coefficient (R²) is used. The decreasing influence of all independent variables on the dependent variable is indicated by the regression coefficient value which is close to zero. On the other hand, the large/increasing influence of all independent variables on the dependent variable is shown by the R² value which is close to 100% (Basuki, 2015). **Tabel II.** Koefisien Determinasi (R²)

| Mode | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|------|-------------------|----------|-------------------|----------------------------|
| I | .789 ^a | .623 | .615 | 1.600 |

Sumber: Data primer diolah peneliti, 2023

$$KD = R^2 \times 100\%$$

$$KD = 0,623 \times 100\%$$

$$KD = 62,3\%$$

Information:

KD = coefficient of determination value

R² = correlation coefficient value (*R Square*)

The calculation of the coefficient of determination (KD) value above shows that the quality perception variable (X1) and social media (X2) simultaneously influence the brand equity variable (Y) by 62.3%. Meanwhile, the remaining 37.7% is influenced by variables outside the regression equation or other variables that were not tested in this research.

CONCLUSIONS AND RECOMMENDATIONS

The number of respondents required in this research is 100 respondents who meet the sample criteria which are based on the calculation provisions of the Lemeshow formula. SPSS version 25 software was used as a data processing tool in the research. The results of the research show that the variable quality perception and social media partially or simultaneously have a positive and significant effect on the brand equity of Honda automatic motorbikes among students at UIN Sjech M. Djamil Djambek Bukittinggi. Based on the calculation of the coefficient of determination, it was found that the quality perception variable (X1) and social media (X2) simultaneously had an effect of 62.3% on the brand equity variable (Y). Meanwhile, the remaining 37.7% is influenced by variables outside the regression equation or other variables that were not tested in this research.

Researchers hope that this research can become a reference for further research on the same topic. Apart from that, future researchers can develop research results in different industrial fields and their research subjects are not only limited to UIN Sjech M. Djamil Djambek Bukittinggi students, but can be expanded further. It is recommended that further research add independent variables other than those examined in this research, so that more comprehensive information is obtained regarding other variables that might influence a company's brand equity.

(Husna dan Awaluddin, 2024)

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