The Mediating Role of Perceived Quality for Purchase Intention of Motor Scooter Matic

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The purpose of this study is to analyse the role of perceived quality in mediating the influence between brand experience and brand personality on purchase intentions. Data were obtained from 150 Scooter Matic motorcycle users from Samarinda City in Indonesia. The study uses an accidental sampling technique and is designed by Likert scale 1-5 with criteria 1 = strongly disagree, and 5 = strongly agree. It is indicated by model fit test results, confirmatory model analysis, and evaluation criteria for the goodness of fit using AMOS that there is a perceived quality that can mediate the effect of brand experience and brand personality towards purchase intentions. The combined factors of intellect, sincerity, reliability are dimensions that give a major contribution to purchase intentions. The implication is to maintain and position a specific competitive advantage in the minds of customers. Overall, the perceived quality of Matic Scooter motorcycles is comfortable, fashionable and reliable.

Keywords: *Brand experience, Brand personality, Perceived quality, Purchase intention, Motor Scooter Matic*

Introduction

Millennial life in Indonesia is currently quite dynamic with high mobility, and to support smooth productivity, the choice is on a Matic Scooter or better known as a Scooter Matic motorbike. Data on motor vehicle sales in Indonesia in 2019 showed that Honda controlled 75.70% of the market share of the total sales of 6,487,430 units, with detailed data, as shown in Table 1.

Table 1: Motorcycle Sales in 2019

No.	Brand	Amount	Market Share
1	Honda	4.910.688 unit	75,70 %
2	Yamaha	1.434.217 unit	22,11 %
3	Suzuki	71.861 unit	1,11 %
4	Kawasaki	69.766 unit	1,08 %
5	TVS	898 unit	0,01 %
Total		6.487.430 unit	100,00 %

Source: Indonesian Motorcycle Industry Association
https://bmspeed7.com/data-penjualan-motor-2019/

The growth of the automotive industry in Indonesia is enlivened by the presence of Honda's Scooter Matic, which has become the best-selling brand in Indonesia. In the first quarter of 2018 reported sales results were 627,230 units. Success in sales is inseparable from the ability of the Scooter Matic motorcycle model to target certain segments with the style preferences of stylists and Sport Fashion for young people in Indonesia and to provide agile and responsive preferences. Scooter Matic Honda Motor comes with a highly affordable selling price. https://www.astra-honda.com/artikel/Matic/ini-ragam-varian-honda-beat-skutik-terlaris-di-indonesia.

Based on the data released by the Top Brand Award in 2019, Honda Beat won the top ranking with a percentage of 36.3%, followed by Honda Vario at 18.5% and Yamaha Mio at 12.9%, and the second-lowest position was Honda Scoopy 9 at 1% and Honda PCX at 4.4%. The Honda brand is the brand with the most sales, compared to other brands such as Yamaha, Suzuki, Kawasaki, and TVS. Motorcycle sales data in Indonesia in 2019 showed that 75.70% of the total sales of 6,487,430 units were controlled by Honda. https://www.topbrand-award.com/en/2019/04/sepeda-motor-Matic/. The best-selling Scooter Matic motorcycles in 2019 are Honda BEAT, Honda Scoopy, Honda Vario 125, Yamaha Nmax, and Yamaha Mio. Manufacturers compete to create products that can attract potential buyers. https://reaktor.co.id/sepeda-motor-terpopuler-dan-terlaris-2019/.

Motorcycles are products with high consideration in the purchasing process because customers require a lot of information before making a purchase. Information that is often needed by consumers includes price, features, models/designs, vehicle specifications, advantages over other products, ease of purchase, as well as facilities provided by the manufacturer. This information reflects the perceived quality of the product.

Noting the phenomenon of motorcycle trends among millennials in the Scooter Matic motorbike and the growth of motorbike Scooter Matic production in Indonesia, as well as the sales data of the Scooter Matic Honda motorbike, then a common thread can be drawn

according to the brand's relationship with purchase intentions. Based on research from Rossiter (2002), it can be concluded that brand research emphasises how to build a strong brand by providing a holistic brand experience. Nowadays consumers not only want to buy a motorbike scooter but also want to get an interesting and comfortable brand experience. According to Ind and Bjerke (2007), it can be stressed that brand experience is now a new phenomenon to capture market share.

Besides, other researchers, namely Azoulay and Kapferer (2003), claim that brand personality is a key aspect of brand identity. Another dimension of brand equity is that perceived quality is very important for consumers to choose the goods and services to be bought (Aaker, 1997). Perceived quality is one of the factors that consumers consider in the process of buying a scooter Matic. Besides that, the reason for buying a scooter Matic motorcycle is because consumers have high brand experience and the brand personality reflects the consumer's personality. This phenomenon is the basis for researching the influence of brand experience and brand personality on purchase intention for a Scooter Matic motorcycle through perceiving quality, as evidenced in Samarinda, Indonesia.

According to Solomon et al. (2006), it can be concluded that consumer behaviour is the study of the processes involved when individuals or groups choose, buy, use or dispose of a product, service, idea, or experience to meet their needs and wants." At the same time, Schiffman and Kanuk (2009) divert the behaviour displayed by consumers in searching, buying, using, evaluating, and disposing of products and services that they hope will satisfy their needs.

Competition in the motor business is very tight, so each company struggles to win the competition by winning the hearts of consumers through the strength of the brand of specific products. Special scooter motorcycles are offered to win the hearts of millennial consumers. Manufacturers try to improve their products so that they can reflect the brand's personality, so consumers who have brand experience are expected to be interested in buying these products. Therefore the objectives of this study are: 1) analysing the role of perceived quality in mediating the influence between brand experience and brand personality on purchase intentions; 2) analysing the influence of brand experience and brand personality on purchase intentions. The company is very interested in information about the presence/absence, strong or not strong, influence of variables directly or indirectly on consumer purchase intentions.

Special motorbike scooters are offered to win the hearts of millennial consumers. Manufacturers try to improve the quality of their products with specific advantages to having certain characteristics that can reflect the personality of their brand. Consumers with certain Scooter Matic motorcycle brand experience are expected to have purchase intentions on motorcycles.

The problems are: 1) is there a significant effect between brand experience on the perceived quality of Scooter Matic motorbikes?; 2) is there a significant effect between brand experience on the purchase intention of the Scooter Matic motorbikes?; 3) is there a significant effect between brand personality on perceived quality Scooter Matic motorbikes?; 4) is there a significant effect between brand personality on the purchase intention of the Scooter Matic motorbikes?; and 5) is there a significant effect between perceived quality and the purchase intention of the Scooter Matic motorbike?

Theoretical Background

Kotler and Armstrong (2012) state that brand is a name, term, signal, symbol or design, or a combination among others that is intended to identify the goods and service which distinguish the producer. Kotler (2002) states the brand is not only a symbol, and even it has six levels of concepts such as 1) Attribute, 2) Benefit, 3) Value, 4) Culture 5) Personality, 6) Consumer. The brand reflects the type of consumer who buys or uses the product. If a company treats the brand only as a name, then the company does not see the true purpose of the brand. The challenge in giving a brand is to develop a set of deep meanings for the brand.

Understanding the brand experience that is in the minds of consumers is very important in developing a marketing strategy. Brand Experience is a consumer experience of a brand that can encourage consumers to repurchase the brand (Schmitt, 1999, in Taleghani et al., 2011). Brand experience is obtained when consumers search for products, when they consume products and receive services, and after they consume them. Customers who get a good experience from Scooter Matic motorbikes will surely believe and be satisfied, and the thought arises to buy these products. Brand experience arises after consumers use the motorcycle. Consumers will convey to others by word of mouth about good or bad experiences of a product, so that brand experience has an essential influence on the purchase intention of a product. The Brand Experience Indicator (X1) in this study, as adopted from Brakus et al. (2009), consists of (1) Sensory, (2) Affective, (3) Behavioural, and (4) Intellectual.

Brand personality must have strong characteristics and personalities for different interests from other brands (Azoulay & Kapferer, 2003). This also applies to motorcycle companies engaged in transportation by offering services, product features, and comfort for their consumers. Thus consumers will look for brands that can reflect their personality. Scooter Matic motorbike brands build emotional aspects for expanding brand personality. Brakus et al. (2009) state that the selection of certain brands is believed to be able to express the personalities of consumers. Brand personality offers value for consumers, which will affect the level of satisfaction and the level of consumer loyalty. Brand personality Indicator (X3) in this study was adopted from Aaker (1997) and consisted of (1) sincerity, (2) excitement, (3) ruggedness and (4) sophistication.

Perceived quality is the value or benefit of the product. Perceived quality becomes an important element in consumer decision making; so consumers will compare the quality of alternatives because prices are in a category (Jin et al., 2005). Perceived quality is not only limited to the quality of the meaning of the product but also to consumers' perceptions about the power of the entity in providing overall service. The perceived quality of a promising brand will influence consumers' perceptions in determining future purchases. A strong perceived quality of Scooter Matic motorbikes will lead to increased purchase intentions. The perceived quality is the added value of a product so that consumers will have a good view of Scooter Matic motorcycles and will consider buying the motorcycle. The perceived quality (Y1) indicator in this study was adopted from Yoo et al. (2000) and consisted of (1) very high, (2) functional, and (3) reliable.

Purchase intention is a consumer tendency to buy a brand or to take any action that is related to purchasing. Purchase intention can be interpreted as deciding to buy a certain brand by the consumer (Shah et al., 2012). If a consumer of a product feels satisfied with the product, then the consumer will buy more of the product and will inform others about the product. Purchase intention (Y2) indicators in this research are adapted from Wang et al. (2003), and consist of (1) would be recommended, (2) will consider buying, (3) will buy, and (4) easy to find.

Based on the previous research, it is still discovered an inequality in the research that is showed by the previous research for the same variable with the resulting inconsistency (Ding & Tseng, 2015). Xixiang et al. (2016) confirm that brand experience has a significant effect on perceived quality. Yasin and Shamim (2013), Moreira et al. (2017), and Villiers et al. (2018) proved that brand experience has a significant effect on purchase intentions. From the results of previous research, the proposed research hypotheses 1 and 2 are:

H1: There is a significant effect between brand experience and perceived quality.
H2: There is a significant influence between brand experience and purchase intentions.

Nikhashemi et al. (2017) and Tsordia et al. (2018) revealed that brand personality has a significant effect on perceived product quality. The research of Vahdati et al. (2016) and Tong and Li (2013) revealed that brand personality has a significant effect on purchase intentions. From the results of previous research, the proposed research hypotheses 3 and 4 are:

H3: There is a significant influence between brand personality and perceived quality.
H4: There is a significant effect between brand personality and purchase intentions.

Kwak and Kang (2009), and Ahmadi et al. (2016), prove that perceived quality has a significant effect on purchase intentions. Meanwhile, Lee et al. (2008) stated that perceived quality has a

significant negative effect on purchase intentions. From the results of previous research, the proposed research hypothesis 5 is:

H5: There is a significant influence between the perceived quality and purchase intentions.

Based on the results of previous studies, there is still a research gap that is inconsistent with the results. Therefore, researchers are interested in making a replica of the research by taking the object of the Scooter Matic motorbikes.

Methodology
Samples and Data Collection Methods

Data were collected from consumers through a questionnaire. The structure of this study was developed using a measurement scale adopted from previous studies. All of them approved to use a Likert scale of 1-5 with criteria 1= strongly disagree, and 5= strongly agree. Data were collected through a questionnaire distributed by accidental sampling to Samarinda community scooter Matic users. Because the number of automatic scooter motorbike users in Samarinda is unknown, the determination sample was carried out by Hair et al. (2010), i.e. the number of samples was at least 5 to 10 times the number of research indicators and the corresponding sample size in according to 100-200 respondents. The number of the respondents in this study was 150, which was determined by multiplying 10 with 15 indicators. After testing the model fit and some data is coming out, while the data fit to proceed to the measurement model is 105 data.

This study is a development of previous research that is self-managed. The data is 57% dominated by female respondents, 49% dominated by the age of 25-25 years, with an income level of 47% is <2 million rupiahs, with the length of use of the Honda BEAT Scooter Matic motorbike, is 1-2 years as much as 44%, and the last educational background is high school at 83%.

The Indicator Variables Used

The total number of the variables adopted in this study is 15 indicators, which are derived from exogenous variables of brand experience: four variables are adopted from Brakus et al. (2009), four brand personality indicators are adopted from Aaker (1997), three intervening perceived quality variables of indicators are adopted from Yoo et al. (2000), and four endogenous variables of purchase intentions are adapted from Wang et al. (2003).

Testing

- Testing of validity and reliability of the instrument
  To test the validity and reliability, this study uses SPSS 23 software against 15 indicators. The results of acceptance of the validity and reliability tests, according to Sugiyono (2012) and Ghozali and Fuad (2008), are based on the value of each correlation coefficient ≥ 0.30 and Cronbach alpha α 60 0.60.

- Model fit is carried out to determine the fulfilment of the Structural Evaluation Model (SEM).
  Model fit is carried out to determine the fulfilment of Structural Evaluation Model (SEM) Assumptions consist of linearity, outlier assumptions, multicollinearity and singularity assumptions, measurement model, structural model analysis, and goodness of fit criteria. The measurement model is used to prove 15 research indicators that are used to confirm whether it can be used as a construct. The measurement model is carried out using confirmatory factor analysis.

- Evaluation of the criteria for the goodness of fit is an evaluation of the feasibility test of a model with several criteria for suitability of the index and cutting its value, in order to approve whether a model can be accepted or rejected. The absolute goodness criteria used are 1) Chi-Square, which is to measure the difference between the sample covariance matrices; 2) Significance of Probability, namely which is used to convey the level of significance of the model; 3) CMIN / DF ratio, which is suitable for measuring obtained from Chi-square value divided by degrees of freedom; 4) GFI (goodness of fit index) consists of non-statistical measures judged from 0 (bad fit) to 1.0 (perfect fit) and GFI above 90% as a measure of fit; 5) RMSEA (Root Mean Square Error of Approximation) is to correct the tendency of Chi-Square values to reject models with large samples. Values received range from 0.05 to 0.08; and added with incremental goodness of fit, 6) AGFI (Adjusted Goodness of Fit) is used to determine between the proposed model, the basic model, or the zero model, and the level of acceptance is ≥ 0.90; 7) TLI (Tucker Lewis Index) is a measuring tool with parsimony measurement into the comparative index between the proposed model and the zero model, and the level of acceptance is ≥ 0.90; 8) CFI (Comparative Fit Index), which is an incremental conformity index that is suitable because it is relatively insensitive to increasing sample and is less used by the complexity of the model. The value of acceptance is > 0.90 (Ghozali & Fuad, 2008).

Results and Discussion

The results of the validity and reliability test of 30 samples before the questionnaire was distributed to respondents for 15 indicators, representing brand experience (X1), brand personality (X2), perceived quality (Y1), and purchase intention (Y2), showed a coefficient of correlation of r ≥ 0.30 and a Cronbach alpha α ≥ 0.60. The r-value ≥ 0.30 and α ≥ 0.60 showed

that the indicators were valid and reliable, according to Sugiyono (2012) and Ghozali and Fuad (2008).

Meanwhile, the result of the linearity assumption test showed X1--Y1 with p-value 0,01 , X1--Y2 with p-value 0,000, X2– Y1 with p-value 0,002, X2--Y2 with p-value 0,090, and Y1---Y2 with p-value 0,000. The p-value $< \alpha$ 0.05 indicates a linear relationship between variables, except for X2 - Y2.

The results of the normality test using one-sample Kolmogorov-Smirnov at significance 0.05 for variables X1, X2, Y1, and the sig. The value was 0.000, whereas the value was < 0.05, which meant the data distribution was not normal. This was because the collected data either varied a lot or being heterogeneous.

From the multicollinearity assumption test between exogenous variable X1 (brand experience) and X2 (brand personality), it can be seen from the VIF value (variance inflation factor) of <5. It showed that the exogenous variable was free from the multicollinearity.

The Goodness of Fit Index to the overall model used showed that there were six fit criteria and two marginal fit criteria from the total of eight criteria. The fit result model indicated that the used model in the research was good and qualified to test the hypothesis, as shown in Table 2.

Table 2: The Test Result of *Goodness of Fit Overall* Model

Criteria	Cut-of Value	The Result Model	Information
Chi-Square	Kecil	180.542	Fit
Significance Probability	≥0,05	0.475	Fit
CMIN/DF	≤2.00	1.003	Fit
GFI	≥0.90	0.865	Marginal Fit
RMSEA	≤0.08	0,05	Fit
AGFI	≥0.90	0.826	Marginal Fit
TLI	≥0.95	0.998	Fit
CFI	≥0.95	0.998	Fit

Source: Researcher's computation 2020

The goodness of fit of this research model has fulfilled the criteria because of the absolute measurement of the model seen from the chi-square value. Significant probability, CMIN, and RMSEA show the best fit and GFI models also achieve a marginal fit that almost reaches goodness fit. While the incremental goodness of fit model that is TLI, CFI shows the fit model and AGFI shows the marginal fit with a value close to the goodness of fit model. This means that the model, whether used absolutely or incrementally, meets the criteria to be used in this study.

The hypothesis test results using the AMOS program are shown in Table 3. From the five hypothesis test results, the five hypotheses accepted were H1, H2, H3, H4, and H5.

Table 3: The Hypothesis Result Test

Variable	Standardised Coefficient	C.R. (Critical Ratio)	Probability	Information
BE→ PQ	0.278	2.260	0.042	Significant
BE→ PI	0.531	3.269	***	Significant
BP→ PQ	0.333	2.720	0.037	Significant
BP→ PI	-0.353	-2.960	0.036	Significant
PQ→ PI	0.815	3.712	***	Significant

Source: Researcher's computation 2020

The influence of the total research variables is the sum of the direct and indirect effects as listed in Table 4. The direct effect between exogenous variables of brand experience and brand personality on perceived quality as the intervening variable, between brand experience and brand personality on purchase intention as the endogenous variables, and between perceived quality to endogenous variables namely purchase intention, is shown. At the same time, the indirect effect is between brand experience and brand personality on purchase intention through perceived quality.

Table 4: Effects of Total Research Variables

Variable Relationship	Direct Effect	Indirect Effect	Total Effect
BE – PQ – PI	0.381	0.250	0.631
BP – PQ – PI	-0.352	0.416	0.064
Total			0.695

Source: Researcher's computation 2020

The direct effect of Brand Experience on Perceived Quality and Purchase Intention with a regression coefficient of 0.38 where this value is greater than the regression coefficient of the indirect effect of 0.250. This shows that Purchase Intention is directly influenced more by brand experience than by perceived quality. Meanwhile, the indirect effect of Brand Personality on Purchase Intention through Perceived Quality has a regression coefficient value of 0.416, and it is higher than the regression coefficient of the direct effect of this variable, namely -0.352. This means that purchase intention is influenced by Brand Personality through Perceived Quality.

The Hypothesis Test Using AMOS, the analysis result path as shown in Figure 1.

Figure 1. The Result of the Structural Model
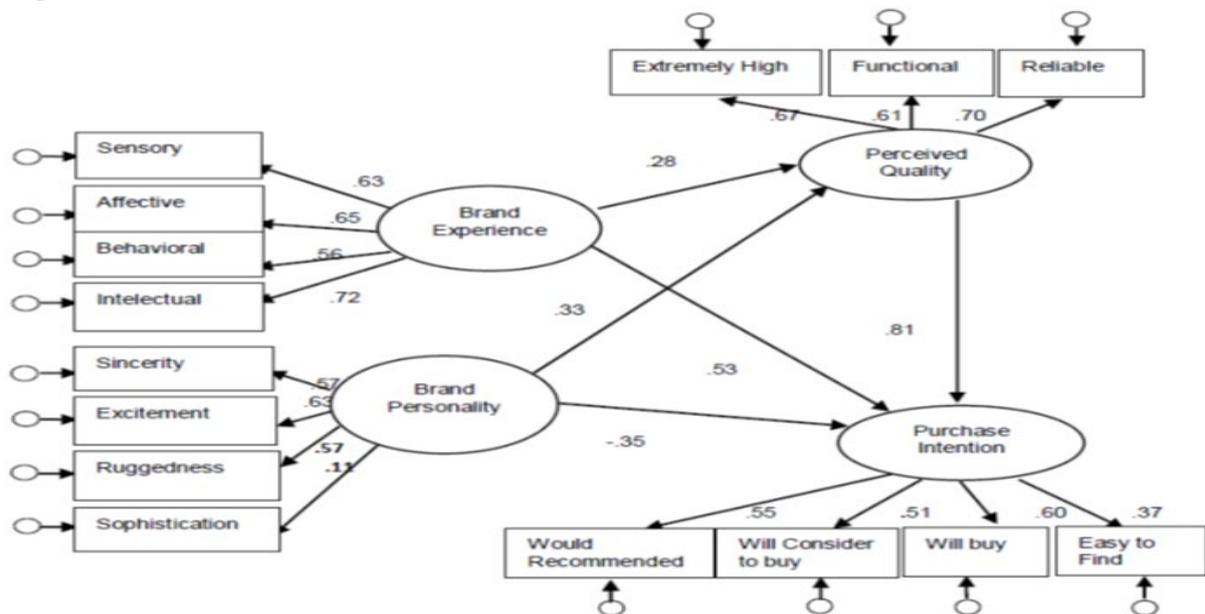
Source: Primary Data

Based on the path diagram of SEM analysis results in Figure 1, it can be seen that the loading factor value shows the weight of each indicator as a measure of each variable. An indicator with a large loading factor is an indicator as a measure of the strongest (dominant) variable. The strongest loading factor in the brand experience variable, which is 0.72, is found in the intellectual indicator. The strongest loading factor is 0, 63 in the brand personality variable in the excitement indicator. The strongest loading factor is 0.70 for the perceived quality variable in reliable indicators. While the loading factor of the strongest indicator variable Purchase Intention, namely 0.60, lies in the will buy indicator.

The verification of H1: It was assumed that brand experience (X1) has a significant effect on perceived quality (Y1). This hypothesis was proved by critical ratio value (CR) 2.260 >+ 1,96 and probability value (p) 0.042 < α 0,05 so that the hypothesis was accepted. The higher level of the brand experience owned by the consumer of Scooter Matic motorbikes will lead to a higher level of perceived quality. The higher level of the consumer brand experience with Scooter Matic motorbikes will increase the effect of satisfaction and loyalty of the consumers towards the product. It was also supported by Xixiang et al. (2016) and by Ding and Tseng (2015) that brand experience had a significant effect on perceived quality.

The verification H2: Brand experience (X1) has a significant effect on purchasing intention (Y2). The result analysis of Amos showed CR value 3.269 > + 1,96 and probability value (p) 0,000 < α 0,05, therefore the hypothesis was accepted. The biggest contribution happened on intellectual indicator (X1.4) with the highest loading factor 0.721, followed by effective

indicator with loading factor 0.65, sensory indicator 0.63, and behavioural indicator with loading factor 0.57. A certain brand was able to create an experience that pushes the consumer to engage in deep thinking about the existence of the Scooter Matic motorbikes brand. The brand experience was able to bring feeling or an emotional touch to the customer with certain products. Through the experience of a brand can create the consumer experience through sight, voice, and comfortable taste by using Scooter Matic motorcycle so that there would wish to do purchase intention.

The verification H3: It is assumed that brand personality (X2) had a significant value to perceived quality (Y1). This hypothesis was proved by the critical ratio value 2.720 > + 1,96 and probability value (p) 0.037 < α 0,05, so that the hypothesis was accepted. The highest loading factor is on excitement (X2.2) 0.631, which was followed by the indicator of sincerity 0.57, and indicator of ruggedness 0.57. The consumer perceived the brand personality of Scooter Matic motorcycles as a friendly, feminine, and tough, and they perceived that this brand had strength in overall service. This finding supports the research by Nikhashemi et al. (2017) and Tsordia et al. (2018) that brand personality has a significant effect on perceived quality.

The verification H4: It is assumed that brand personality (X2) had a significant effect of purchasing intention (Y2). The total result of AMOS showed that the CR value -2.960 > + 1.96 and probability value (p) 0.036 <α 0.05, which means that the hypothesis is accepted. The power of the brand personality variable effect was reflected in the excitement indicator. The consumer perceived the Scooter Matic motorcycle as having a trendy personality, cool, young, unique and independent. For this reason, the consumer wants to buy the Scooter Matic motorcycle, and the consumer perception of the product became the best-selling scooter Matic in selling. This finding is supported by the previous researcher (Vahdati et al., 2016) that proved brand personality had a significant value to purchase intention.

The verification H5: Perceived quality (Y1) had a significant value to purchase intention (Y2) shown by the result of CR of 3.712 and probability (p) 0.000 <α 0.05. It means that the hypothesis was accepted. The biggest contribution of a perceived quality variable (Y1) placed on the reliable indicator with loading factor value 0.696. This research showed that Samarinda citizens perceived that Scooter Matic motorcycle had overall strength service compared with the other motorcycles. The result of this research was in line with the previous research (Kwak & Kang, 2009) which stated that if the perception were strong to the quality of the product, then the consumer would respond with high purchase intention as well. They stated that perceived quality had a significant effect on purchasing intention.

The implication of this research was to maintain and to improve the selling achievement of Scooter Matic motorcycles so that the producer needed to respond positively to indicators that

had big contributions to perceived quality and purchase intention of a Scooter Matic motorcycle such as Intellectual, affective, sensory, behavioural, excitement, sincerity, ruggedness, reliable, extremely high, and functional. It meant that Scooter Matic motorcycles became the best-seller, supported by the love of youngsters and that most of them were youngsters with the range age between 17-30 years. Consumer behaviour was different in purchase intention; it depended on the consumer's role in the process of selling as the initiator, influencer, decision-maker, buyer, or user. Consumers as the respondents of this research most of them were youngsters that in the process of purchase of Scooter Matic motorbikes only as of the initiator, influencer, and user because they did not have their finances and parents as their decision-makers. The results of this study firmly indicate that consumers can play a strong role as initiators and influencers as a form of consumer success in understanding brand experience, brand personality, and perceived quality that can arouse enthusiasm for purchase intention.

The novelty of this research is the discovery of fundamental reasons for millennial purchase intentions of scooter motorcycles depend more on the combined dimensions of brand experience and brand personality. Intellectual is one of the dimensions of brand experience that is recognised by customers who have an understanding of brand motor scooter, not a careless brand and need to be taken into account. The customer also uses affective and the senses as the reason for the purchase intention, so that the Scooter Matic motorbike can be interpreted as being able to provide an in-depth brand experience and facilitate the psychological aspects of consumers. Consumers feel comfortable and safe using Motor Scooter Matic.

Excitement, ruggedness, and sincerity are dimensions of brand personality which confirm that consumers believe the Scooter Matic motorbike to be a trendy, exciting, cool, young, unique, independent, environmentally friendly, feminine and tough vehicle and has the advantage of overall services provided and classy. Reliability is one of the dimensions of perceived quality, which confirms that the perceived quality of consumers from time to time and from one consumer to another is consistent as a fashionable vehicle.

Conclusion

In general, the followings can be concluded:
1. The role of perceived quality is proved to be significant in mediating the influence of brand experience and brand personality on purchase intentions.
2. There is a significant direct effect between brand experience and brand personality on perceived quality.
3. Perceived quality has a significant direct effect on purchase intentions.
4. The contribution of each dimension of brand experience to purchase intentions successively is Intellectual with a loading factor of 0.72, Affective with loading factor 0.65, Sensory with loading factor 0.63 and Behavioural with loading factor 0.56.

5. The contribution of each dimension of brand personality to purchase intentions successively is excitement with a loading factor of 0.63, sincerity with a loading factor of 0.57 and ruggedness with a loading factor of 0.57.

6. The contribution of each dimension of perceived quality in a row is reliable with a loading factor of 0.70, extremely high with a loading factor of 0.67 and functional with a loading factor of 0.61.

7. The effect of brand experience and brand personality on the purchase intentions of the Scooter Matic motorbikes is not located in the brand aspect conceptually but rather a combination of the dimensions of the representation of the variables.

8. The ability of respondents to carry out their roles as influencers and users in purchasing has an impact on knowing the reasons that underlie the purchase intentions of the Scooter Matic motorcycles.

9. The results of this study can be used as a basis for developing marketing communications and marketing strategies in winning a competition and becoming a market leader in the sale of the Scooter Matic motorbike series in Indonesia.

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