

THE INFLUENCE OF BRAND IDENTITY TOWARDS BRAND LOYALTY AND RESILIENCE TO NEGATIVE INFORMATION ON HONDA IN JAKARTA

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Abstract: *This research aims to investigate the impact of brand prestige and brand distinctiveness through brand attractiveness on brand loyalty and resistance to negative information among Honda motorcycle users in DKI Jakarta. The study employed a non-probability sampling method, specifically using purposive sampling. The primary data used for this research is obtained from online questionnaires gaining 292 respondents familiar with negative information about the Honda eSaf frame, comprised owners, buyers, and users of Honda motorcycles, including Genio, Vario, Beat, and Scoopy models. Structural Equation Modeling through WarpPLS 7.0 software was employed for data analysis. The results reveal a negative and significant impact of brand prestige on brand attractiveness. Conversely, brand distinctiveness has a positive and significant influence on brand attractiveness. Furthermore, brand attractiveness significantly contributes to brand loyalty and resistance to negative information. Notably, brand loyalty demonstrates a significant impact on resistance to negative information. This study provides an understanding that in the context of Honda motorcycles such as Genio, Vario, Beat, and Scoopy models prestige is not considered by respondents in making brand attractiveness. Future research is felt to be important to examine other factors influencing brand attractiveness among Honda motorcycles users. This findings provides valuable insights of consumer behavior in the context of brand identity, loyalty, and resilience to negative information.*

Keywords: Brand Attractiveness, Brand Distinctiveness, Brand Identity, Brand Loyalty, Brand Prestige, Resilience to Negative Information.

INTRODUCTION

In Indonesia, motorcycles play a pivotal role in transportation, with a steady increase in their numbers over the years. In 2022, the country registered 125,267,349 motorcycles, reflecting a growing reliance on them for efficient and flexible commuting. Jakarta, the capital city, also witnessed a rise, reaching 17,304,447 motorcycles in 2022, constituting 79.3% of all vehicles.

Jabodetabek, in 2023, displayed a strong preference for motorcycles, with 70.4% of residents relying on them for commuting. Public

transport, online services, private cars, walking, bicycles, and electric vehicles also contributed to the transportation landscape.

Regarding motorcycle types, scooters/matic motorcycles dominated the market in 2023 at 89.53%, emphasizing practicality and user-friendliness. Underbone / Bebek motorcycles and sport motorcycles constituted smaller but noteworthy segments at 5.26% and 5.21%, respectively.

In the Matic motorbike enthusiast community, Honda Beat led with 34.2%, followed by Honda Vario at 20.8%. In 2021,

Honda dominated the overall motorcycle market in Indonesia, holding a significant 77.68% share, while Yamaha secured 21.04%. However, despite Honda's market dominance, sustaining sales and customer loyalty in the digital age poses challenges. Negative information can quickly spread online, impacting brand trust. This highlights the need to understand how brand identity influences consumer loyalty and resilience in the face of adverse information dissemination.

Honda's eSAF motorcycle frame, known for its enhanced Smart Architecture Frame, has gained attention on social media due to concerns about breakage, corrosion, and structural degradation. The innovative frame, used in scooters like Honda Genio, BeAT, Scoopy, and Vario, differs from conventional pipe frames, utilizing pressed and laser-welded steel plates.

Despite claims of an 8% weight reduction and improved fuel efficiency, social media videos raised worries about frame issues. An investigation by the Ministry of Transportation and National Transportation Safety Committee revealed corrosion in areas lacking protective coating, posing a risk. This incident highlights the impact of negative information in the digital realm, shaping the technology's reputation and influencing Honda's market competitiveness.

It's essential for businesses to be aware of and understand consumer behavior, as consumers are vital for the success or failure of these businesses, comprehending and being aware of consumer behavior has been recognized as a crucial aspect by scholars ([Moradi & Zarei, 2012](#)). Within networks and socialization processes, convergence around a brand act as channels for establishing the meaning and identity associated with that brand ([Wilson & Morgan, 2011](#)).

There is a suggestion based on previous research that suggest brand prestige and brand distinctiveness are the two key dimensions of brand identity ([Stokburger-Sauer et al., 2012](#); [He et al., 2012](#); [Mohammadi et al.,](#)

[2014](#)), that will be taken into account as brand identity in this study. Individuals make choices not solely based on functional and financial considerations but rather due to a perceived alignment between the brand and their lifestyle, demographic, and identity ([Wilson & Morgan, 2011](#)).

When the process of identity building is successful and there is a convergence and alignment between consumer and brand identity, it gives rise to behavioral and emotional responses in consumers. These responses encompass aspects such as brand attractiveness, loyalty, and the ability to withstand negative information about the brand ([Bashokouh & Shekasteband, 2015](#)).

Brand identity has been a critical factor in shaping the attractiveness of a brand to customers ([So et al., 2017](#); [Elbedweihy et al., 2016](#); [Azizi & Daei, 2014](#); [Kim et al., 2001](#)). Brand attractiveness plays a crucial role not only in brand management but also in influencing the behavior and loyalty of customers ([Elbedweihy et al., 2016a](#)). Additionally, customers may become less influenced by negative comments or propaganda about the brand when it has a high level of attractiveness ([Bartikowski & Walsh, 2011](#); [Elbedweihy et al., 2016](#)).

When brand identification strengthens, consumers become more resilient to negative information about a brand, even if it's not their preferred choice. The cultivation and upkeep of brand identity contribute to consumers viewing the brand as a lasting companion, aligning with the primary goal of Customer Relationship Management (CRM), which aims to establish enduring relationships with customers.

This study focuses on examining Honda's customer loyalty and resilience to negative information in the Indonesian motorcycle market. Despite Honda's dominant position with a 77.68% market share in 2021, challenges arise in sustaining loyalty and trust in the digital age. The recent concerns surrounding Honda's eSAF motorcycle frame, particularly issues related to corrosion and structural

problems, highlight the potential impact of negative information on brand competitiveness. As motorcycles play a pivotal role in Indonesian transportation, understanding how consumers perceive and respond to such information is crucial for assessing Honda's market position and customer loyalty.

This research is a replication of a study titled "Promoting consumer loyalty and resilience to negative information through brand identity sub-components: an empirical investigation in the luxury electronics goods" written by Azim Zarei, Davood Feiz, and Hadi Moradi, which examine the effect of brand distinctiveness and prestige as sub-components of identity on young customers' loyalty and resilience to negative information through the mediating variable of brand attractiveness in the luxury electronics market in Iran. Therefore, based on the research background, the researchers choose the title "THE INFLUENCE OF BRAND IDENTITY TOWARDS BRAND LOYALTY AND RESILIENCE TO NEGATIVE INFORMATION ON HONDA MOTORCYCLES USERS IN JAKARTA."

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behavior

The theory of planned behavior outlines three distinct determinants of intention, each conceptually independent. The initial determinant revolves around one's attitude towards a specific behavior, indicating the extent to which an individual evaluates or appraises the behavior favorably or unfavorably. The second predictor involves a social factor known as subjective norm, representing the perceived social pressure influencing the decision to engage or refrain from the behavior. The third factor influencing intention is the perceived behavioral control, which gauges the perceived ease or difficulty in executing the behavior, encompassing past experiences and anticipated obstacles ([Ajzen, 1991](#)).

In essence, a more positive attitude and subjective norm towards a behavior, coupled with a heightened perceived behavioral control, are indicative of a stronger intention for individuals to undertake the considered behavior ([Ajzen, 1991](#)). Positive evaluation of a brand identity can also be seen as an attitude which according to theory of planned behavior can affect repurchase intention (intention), and the intention as stated by theory of planned behavior can affect customer behavior which in this case it's brand loyalty.

Brand Identity

Brand identity encompasses the distinct and relatively stable characteristics of a brand ([He et al., 2012](#); [So et al., 2017](#); [Bhattacharya & Sen, 2003](#)), often communicated as promises to customers ([Ghodeswar, 2008](#)). Brand identity should be intricately linked with customers, differentiated from competitors, and reflect what the organization can and should consistently deliver over time ([Aaker & Joachimsthaler, 2000](#)).

When consumers define and interpret the brand identity of a company, they tend to retain the meaning and image crafted by the brand ([Urde, 2013](#)). Successful branding focus on understanding how to develop and effectively express brand identity or comprehending what the brand represents and express it ([Aaker, 1996](#)). The consensus among marketing scholars is that brand identity achieves attraction and strength when it is both distinctive and prestigious ([He et al., 2012](#); [Stokburger-Sauer et al., 2012](#)).

Brand Prestige

In the context of branding, prestige refers to social status and the desire to achieve and maintain a positive social identity ([Cheng et al., 2013](#); [Fuller et al., 2006](#); [Tyler & Blader, 2003](#)). Prestige is influenced by self-adaptation theory, which posits that customers prefer brands that reflect their true and ideal selves, and that prestige is related to the features that

brands totally offer ([Chu et al., 2015](#); ([Klink & Athaide, 2012](#)).

The main sources of brand prestige are product/service quality, universality, and scarcity ([Bairrada et al., 2018](#)). According to [Vigneron & Johnson \(2004\)](#), the development of brand prestige occurs as a result of interactions with individuals in reference groups, the value attributed to Epicureanism, and the inherent characteristics of objects and services. Prestigious brands instill confidence in customers by articulating and promoting distinctive ideas, thereby augmenting the perceived value and utility of purchasing and using their products or services.

Brand Distinctiveness

Brand distinctiveness refers to the need for uniqueness ([Stokburger-Sauer et al., 2012](#)). [Susanty & Tresnaningrum \(2018\)](#) and [Stokburger-Sauer et al. \(2012\)](#) describe brand distinctiveness as the pursuit to establish differentiation from others by obtaining, utilizing, and distributing products, aiming to cultivate and strengthen both individual and social identity.

Brand distinctiveness refers to the necessity of being distinctive and establishing a unique identity for a brand, recognized by both customers and marketers ([Romaniuk et al., 2007](#)). This distinctiveness serves various purposes, including aiding customers in brand recognition, fostering effective customer relationships, minimizing cognitive effort, and facilitating easy identification of the brand amidst other brands ([Susanty & Tresnaningrum, 2018](#); [Romaniuk et al., 2007](#)).

Brand Attractiveness

Brand attractiveness is the favorable assessment of distinctive, original, and enduring brand qualities and connotations ([Currás-Pérez et al., 2009](#)). According to [Elbedweihy et al. \(2016\)](#), customer perceptions of attractiveness have a major impact on consumer behavior. Customers desire to be linked with appealing companies whose identities appeal to their

emotions ([Bhattacharya & Sen, 2003](#)). Brand attractiveness is linked to brand identity characteristics that support the maintenance of consumers' emotions ([Currás-Pérez et al., 2009](#)).

Brand Loyalty

Creating repeat business is crucial for the financial survival of businesses, which can be achieved through building customer loyalty towards a brand's products or services ([Zarei et al., 2020](#)). Brand loyalty refers to the willingness of customers to repeatedly purchase a particular brand's offerings, as indicated by their repurchase intentions ([Choi et al., 2017](#)). This loyalty is highly desirable for businesses since even a small increase of 5% in customer return can result in a significant increase in profitability, ranging from 25% to 85% ([Nikhashemi & Valaei, 2018](#); [Reichheld & Sasser, 1990](#)).

Resilience to Negative Information

In the current business climate, information and news about companies and their activities spread rapidly among potential customers and can significantly influence their behavior, particularly negative news disseminated through social media ([Elbedweihy et al., 2016](#); [Torres & Augusto, 2018](#)). Understanding the processes that lead to negative information is essential ([Torres & Augusto, 2018](#)). Resilience to negative information can be considered an extra role behavior, where customers support a brand without conscious thought, solely based on their interests ([O'Reilly and Charman., 1986](#)).

Customers are more inclined to ignore any unfavorable information they learn about the company because consumer-company identification helps them meet their demands for self-definition ([Bhattacharya & Sen, 2003](#); [Elbedweihy et al., 2016](#)). This resilience is a crucial extra role behavior that strongly impacts customers' purchase intentions ([Torres & Augusto, 2018](#)).

Hypothesis Development

The influence of Brand Prestige towards Brand Attractiveness

Individuals are likely to perceive a company's identity as more appealing when it aligns with their personal sense of self ([Bhattacharya & Sen, 2003](#)). When a brand has a high status, consumers perceive an alignment between the company's brand image and their own self-image. Individuals who indulge in luxury goods are often preoccupied with their self-perception and prioritize the opinions of others. Consequently, they endeavor to associate their self-image with the prestigious image projected by prestigious brands ([Hwang & Han, 2014](#)). Therefore, as a brand's status and prestige increase, so does its appeal to consumers who seek to align their self-image with the prestigious identity projected by the brand.

H1: Brand Prestige has a direct influence on Brand Attractiveness on Honda motorcycles users in DKI Jakarta

The influence of Brand Distinctiveness towards Brand Attractiveness

Individuals possess a desire for uniqueness in the setting of consumer behavior, which is defined as a search for difference from others that is accomplished through the acquisition, use, and disposal of consumer goods for the intent of developing and improving one's social and personal identity ([Susanty & Tresnaningrum, 2018](#)).

A desired and unique brand experience can also create brand attractiveness ([Zarei et al., 2020](#)). Hence, if a brand's identity is perceived as more unique and distinguishable compared to its competitors, its attractiveness to consumers will likely increase. Consumers find a company's identity more attractive when they perceive it to be highly distinctive on dimensions that hold value for them ([So et al., 2017](#)).

H2: Brand Distinctiveness has a direct influence on Brand Attractiveness on Honda motorcycles users in DKI Jakarta.

Model Penelitian

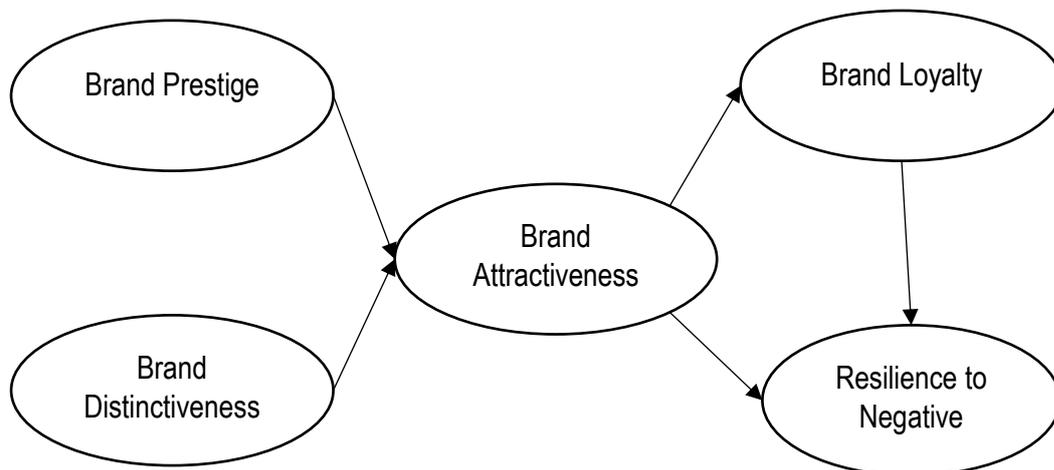


Figure 1. Research Models

The influence of Brand Attractiveness towards Brand Loyalty

[Yoo et al. \(2000\)](#) and [Rio et al. \(2001\)](#) indicates that significant brand associations directly impact customer choices, preferences in purchases, and a willingness to pay a premium for the desired brand. In simpler terms, improving customers' individual motivations through brand features results in more positive attitudes and behaviors ([He et al., 2012](#)). Consequently, it is reasonable to anticipate that customers' perceptions of a brand, along with its attractiveness, can influence brand loyalty ([Zarei et al., 2020](#)).

H3: Brand Attractiveness has a direct influence on Brand Loyalty on Honda motorcycles users in DKI Jakarta.

The influence of Brand Attractiveness towards Resilience to Negative Information

Customers tend to identify with brands that are considered attractive, and a brand's identity becomes attractive when its associations are aligned with the customer's emotions ([Bhattacharya & Sen, 2003](#)). Hence, when consumers view a brand as appealing and driven by the fulfillment of their self-definitional needs, it results in resilience to negative information about the brand ([Elbedweihy et al., 2016a](#)).

This sense of identification and alignment creates an emotional connection between the customer and the brand, which makes it more difficult for the customer to accept negative information about the brand. In other words, because the brand is a part of their own self-concept, accepting negative information about it would require the customer to admit that their own self-concept is flawed in some way.

H4: Brand Attractiveness has a direct influence on Resilience to Negative Information on Honda motorcycles users in DKI Jakarta.

The influence of Brand Loyalty towards Resilience to Negative Information

Loyal and committed customers may additionally engage in various voluntary, extra-role behaviors to support highly esteemed organizations ([Bartikowski & Walsh, 2011](#)). Scholars have suggested that commitment is a construct similar to loyalty ([Bergami & Bagozzi, 2000](#); [Riketta, 2005](#)), and that committed customers are inclined to maintain their association with a specific brand and are more prone to demonstrating behaviors that support the brand ([Bartikowski & Walsh, 2011](#)).

Consumers who are committed to a brand and desire to maintain their relationship with it are more likely to forgive the brand for its mistakes and overlook negative information about it ([Liu et al., 2010](#)). It is reasonable to anticipate that loyal customers will engage in extra role behaviors and display a willingness to overlook negative information, supported by their loyalty to their preferred brand, or at the very least, demonstrate increased flexibility ([Zarei et al., 2020](#)).

H5: Brand loyalty has a direct influence on Resilience to Negative Information on Honda motorcycles users in DKI Jakarta.

RESEARCH METHODS

This study employs both descriptive and causal research methods with a quantitative approach. Causal relationship is a cause-and-effect connection. In other words, there is an independent variable influencing a dependent variable that is affected ([Sugiyono, 2021, p. 66](#)). On the other hand, descriptive research, descriptive statistics is a statistical approach used to analyze data by describing or illustrating the gathered data as it is, without intending to draw conclusions that apply universally or make generalizations ([Sugiyono, 2021, p. 206](#)).

This study utilizes sample selection through the non-probability sampling method, which is a sampling technique that does not provide an equal chance or opportunity for every element or member of the population to be selected as a sample ([Sugiyono, 2021, p. 131](#)). The sampling technique employed in this

research is purposive sampling, which is a method of sample determination based on specific considerations ([Sugiyono, 2021, p. 133](#)). The individuals' criteria required for participation in this research are:

1. Individuals who own Genio, Scoopy, Vario, and BeAT motorcycles models from Honda
2. Individuals who buy Genio, Scoopy, Vario, and BeAT motorcycles models from Honda
3. Individuals who use Genio, Scoopy, Vario, and BeAT motorcycles models from Honda
4. Individuals who are knowledgeable and aware of the issue and news about Honda eSAF motorcycles frame.
5. Individuals located in DKI Jakarta

The research object for this study is focused on Motorcycles that use a relatively new eSAF frame, particularly the Genio, BeAT, Vario, and Scoopy variant from Honda brand. For this study, the researcher gathered a sample comprising 292 respondents. Surpassing the recommendation of general larger sampel size (>100) which are preferable, while smaller sample size (<100) is acceptable depending on the context of the research ([Hair et al., 2019, p. 771](#)).

In this research, the measurement of brand prestige utilized three items adapted from [Baek et al. \(2010\)](#). Brand distinctiveness was measured through three items adapted from

[Currás-Pérez et al. \(2009\)](#). The assessment of brand attractiveness was based on the adaptation of three items originally proposed by [So et al. \(2017\)](#). Brand loyalty was measured using two items adapted from [Raut et al. \(2019\)](#) and one item adapted from [Sahin et al., \(2011\)](#). Lastly, the evaluation of resilience to negative information was conducted using three items adapted from the research of [Torres & Augusto 2018](#)). Respondents' opinions are interpreted using a Likert scale ranging from 1 to 5, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Data analysis methods used in this research is Structural Equation Modelling (SEM) using WarpPLS 7.0 software as a tool.

RESEARCH RESULTS AND ANALYSIS

The results show strong validity for all variables, with item outer loadings above 0.7 and Average Variance Extracted (AVE) values exceeding 0.5) ([Sholihin & Ratmono, 2021](#)). Correlations between indicators and their corresponding constructs are higher than those with other constructs, indicating validity. Reliability assessment reveals Cronbach's Alpha and Composite Reliability values above 0.7 for all variables, ensuring consistent and reliable measurements ([Hair et al., 2019, p. 676](#)). Overall, the measurement instruments demonstrate robust validity and reliability in this study.

Table 1. Respondent Characteristics

Characteristics	Descriptions	Frequency
Age	18-24	166
	25-34	121
	35-44	5
Gender	Male	179
	Female	113
Education	Bachelor (S1)	175
	Masters (S2)	12
	High School	105
Income	≤ Rp 5,000,000	52
	Rp 5,000,001 – 15,000,000	200
	Rp 15,000,001 – Rp 25,000,000	32
	Rp 25,000,001 – RP 35,000,000	7
	>Rp 35,000,000	1
Occupations	Student	55
	Private employees	199
	Civil employees	10
	Self-employed	28
Domiciled in Jakarta	Yes	292
	No	0

Source: Data processed

Table 2 Outer Model Measurement

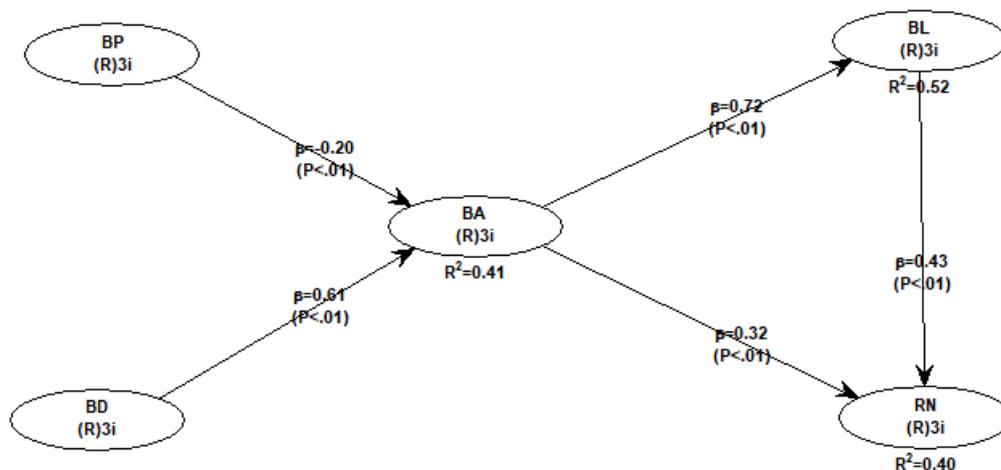
Variable	Indicators	Convergent Validity			Ranking	AVE		Composite Reliability	Cronbach's Alpha	Ket
		LF>0,70=valid, p-value <0,05 = valid				AVE>0,50=valid		CR>0,70 = Reliable	CA>0,70 = Reliable	
		LF	P-value	Ket		AVE	Ket	CR	CA	
Brand Prestige	BP1	(0.793)	<0.001	Valid	3	0.760	Valid	0.904	0.840	Reliable
	BP2	(0.907)	<0.001	Valid	2					
	BP3	(0.910)	<0.001	Valid	1					
Brand Distinctiveness	BD1	(0.713)	<0.001	Valid	3	0.644	Valid	0.843	0.718	Reliable
	BD2	(0.904)	<0.001	Valid	1					
	BD3	(0.779)	<0.001	Valid	2					
Brand Attractiveness	BA1	(0.767)	<0.001	Valid	3	0.660	Valid	0.853	0.740	Reliable
	BA2	(0.875)	<0.001	Valid	1					
	BA3	(0.792)	<0.001	Valid	2					
Brand Loyalty	BL1	(0.890)	<0.001	Valid	1	0.698	Valid	0.873	0.781	Reliable
	BL2	(0.764)	<0.001	Valid	3					
	BL3	(0.847)	<0.001	Valid	2					
Resilience to Negative Information	RN1	(0.755)	<0.001	Valid	3	0.677	Valid	0.862	0.758	Reliable
	RN2	(0.903)	<0.001	Valid	1					
	RN3	(0.803)	<0.001	Valid	2					

Source: Data results processed using WarpPLS7.0 software.

Table 3 Hypothesis Testing

Exogenous Variable	Endogenous Variable	Coefficient	T Ratio	P Values	Conclusion
Brand Prestige	Brand Attractiveness	-0.201	-3.546	<0.001	Significant
Brand Distinctiveness	Brand Attractiveness	0.611	11.498	<0.001	Significant
Brand Attractiveness	Brand Loyalty	0.723	13.858	<0.001	Significant
Brand Attractiveness	Resilience to Negative Information	0.316	5.674	<0.001	Significant
Brand Loyalty	Resilience to Negative Information	0.425	7.774	<0.001	Significant

Source: Data results processed using WarpPLS7.0 software.

**Figure 2. Variable Structural Model**

Based on table 3 the hypothesis (H1) demonstrated a significant finding with a p-value <0.001, clearly below the level of significance ($\alpha = 0.05$). This indicates a notable and statistically significant influence of Brand Prestige on Brand Attractiveness among Honda motorcycle users in DKI Jakarta. Consequently, the hypothesis (H1) is accepted. The path coefficient value for the effect of Brand Prestige on Brand Attractiveness among users of Honda motorcycles in DKI Jakarta is -0.201. This result suggests a significant negative influence,

implying that with an increase in Brand Prestige, Brand Attractiveness tends to decrease by 0.201 units.

Furthermore, the t-value for Brand Prestige on Brand Attractiveness is 13.218, surpassing the critical t-value (1.96) at a significance level of 5% ($\alpha = 0.05$). Hence, it can be concluded that Brand Prestige significantly affects Brand Attractiveness among Honda motorcycle users in DKI Jakarta

Based on table 3, hypothesis 2 (H2) presented a p-value <0.001, clearly falling below

the predetermined level of significance ($\alpha = 0.05$). This signifies a substantial and statistically significant influence of Brand Distinctiveness on Brand Attractiveness among Honda motorcycle users in DKI Jakarta. Consequently, the hypothesis (H2) is accepted. The path coefficient value representing the impact of Brand Distinctiveness on Brand Attractiveness among Honda motorcycle users in DKI Jakarta is 0.611. This result indicates a significant positive influence, suggesting that as Brand Distinctiveness increases, Brand Attractiveness tends to increase by 0.611 units.

Furthermore, the t-value for Brand Distinctiveness on Brand Attractiveness is 11.498, surpassing the critical t-value (1.96) at a significance level of 5% ($\alpha = 0.05$). Thus, it can be concluded that Brand Distinctiveness significantly contributes to the enhancement of Brand Attractiveness among Honda motorcycle users in DKI Jakarta.

Based on table 3, hypothesis 3 (H3) presented a p-value <0.001 , significantly below the predetermined level of significance ($\alpha = 0.05$). This implies a substantial and statistically significant positive influence of Brand Attractiveness on Brand Loyalty among Honda motorcycle users in DKI Jakarta. Consequently, the null hypothesis (H3) cannot be rejected, and the positive coefficient value of 0.723 supports the acceptance of the hypothesis. This positive coefficient suggests that as Brand Attractiveness increases, Brand Loyalty tends to increase by 0.723 units.

Additionally, the t-value for Brand Attractiveness on Brand Loyalty is 13.858, exceeding the critical t-value (1.96) at a significance level of 5% ($\alpha = 0.05$). Thus, it can be concluded that Brand Attractiveness significantly contributes to the enhancement of Brand Loyalty among Honda motorcycle users in DKI Jakarta.

Based on table 3, hypothesis 4 (H4) presented a p-value of <0.001 , well below the predetermined level of significance ($\alpha = 0.05$). This indicates a noteworthy and statistically

significant positive influence of Brand Attractiveness on Resilience to Negative Information among Honda motorcycle users in DKI Jakarta. Consequently, the hypothesis (H4) cannot be rejected, leading to the acceptance of the hypothesis. The path coefficient value for the impact of Brand Attractiveness on Resilience to Negative Information among Honda motorcycle users in DKI Jakarta is 0.316. This result suggests a significant positive influence, indicating that as Brand Attractiveness increases, Resilience to Negative Information tends to increase by 0.316 units.

Furthermore, the t-value for Brand Attractiveness on Resilience to Negative Information is 5.674, exceeding the critical t-value (1.96) at a significance level of 5% ($\alpha = 0.05$). Thus, it can be concluded that Brand Attractiveness significantly contributes to the enhancement of Resilience to Negative Information among Honda motorcycle users in DKI Jakarta.

Based on table 3, hypothesis 5 (H5) demonstrated a p-value of <0.001 , distinctly below the predetermined level of significance ($\alpha = 0.05$). Consequently, the hypothesis (H5) cannot be rejected, suggesting a significant positive impact of Brand Loyalty on Resilience to Negative Information among Honda motorcycle users in DKI Jakarta. The positive coefficient of 0.425 implies that as Brand Loyalty increases, Resilience to Negative Information tends to increase by 0.425 units.

Additionally, the t-value for Brand Loyalty on Resilience to Negative Information is 7.774, exceeding the critical t-value (1.96) at a significance level of 5% ($\alpha = 0.05$). Hence, it can be concluded that Brand Loyalty significantly contributes to enhancing Resilience to Negative Information among Honda motorcycle users in DKI Jakarta.

CONCLUSION

Based from the presented research findings, the researcher can derive the following conclusions: (1) there is a significant negative

relationship between Brand Prestige and Brand Attractiveness among Honda motorcycles users in DKI Jakarta. (2) there is a significant positive relationship between Brand Distinctiveness and Brand Attractiveness among Honda motorcycles users in DKI Jakarta. (3) there is a significant positive relationship between Brand Attractiveness and Brand Loyalty among Honda motorcycles users in DKI Jakarta. (4) there is a significant positive relationship between Brand Attractiveness and Resilience to Negative Information among Honda motorcycles users in DKI Jakarta. (5) there is a significant positive relationship between Brand Loyalty and Resilience to Negative Information among Honda motorcycles users in DKI Jakarta.

The present study acknowledges certain limitations that may have influenced its outcomes. These limitations include: (1) The study was conducted within a limited specific timeframe, which may have affected the depth and breadth of the data collected. (2) The distribution of the questionnaire can only be done online and using Google Forms, making it

impossible for the researcher to directly observe the seriousness of respondents in completing the questionnaire. (3) The research heavily relied on self-reported data collected through questionnaires. This method may have introduced response biases, as respondents might have provided answers they believed were expected.

Some recommendations for further research are: (1) To enhance the generalizability of the findings, future research could consider expanding the sample size. (2) Careful attention to the design of their questionnaires and the selection of criteria in order to minimize potential biases. (3) The observed negative relationship between Brand Prestige and Brand Attractiveness among Honda motorcycle users in DKI Jakarta opens opportunity for further investigation. (4) In order to ascertain the responsible completion of the questionnaire by respondents, the researcher recommends opting for the offline distribution method, wherein the questionnaires are directly provided to the participants in a tangible format rather than online.

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