

# Brand Equity and Green Marketing as a Predictor Decision to Purchase with Mediation Spectrum Considerations Honda Beat Series Consumers in Surabaya City

Syaifurrizal Wijaya Putra, M. Dimiyati, Bambang Irawan

**Abstract**— Honda Beat Series became the best-selling motor in the year 2017 until 2018. This phenomenon is very unique given the increasingly competitive motorcycle industry competition. Several previous studies show the result that consumers are currently considering brand equity and green marketing before buying a product. Previous research has also shown that the spectrum of consumer considerations is what consumers do when they buy products. This study aims to examine the influence of brand equity and green marketing as a predictor of purchasing decision with Mediation Spectrum Considerations Honda Beat Series Consumers in Surabaya City. Population in this research is consumer of Honda Beat Series which domiciled in Surabaya City. Sampling method used is non-probability sampling which is Accidental Sampling with the number of respondents as much as 150 people. Analytical tool used is Structural Equation Modeling. The results showed that 1) Brand equity and green marketing can be a significant positive predictor of economic considerations, passive considerations, cognitive considerations and emotional considerations of Honda Beat Series consumers in Surabaya; 2) Economic considerations, passive considerations, cognitive considerations and emotional considerations can be a significant positive predictor of the purchase decision of Honda Beat Series in Surabaya; 3) Economic considerations, passive considerations, cognitive considerations and emotional considerations play significant role in mediating the influence of brand equity and green marketing on purchasing decisions of the Honda Beat Series in Surabaya.

## I. INTRODUCTION

The human need for transportation facilities in the present is a primary matter. At present, humans are offered a variety of advanced technologies for easier and cheaper transportation. In Indonesia motorbikes are more in demand because they are easily available at low prices.

There are several motorcycle manufacturers that compete in Indonesia such as Yamaha, Honda, Kawasaki, Suzuki and so on. The Indonesian people also have different tastes and views on different brands of motorcycle products. Thus, each motorcycle brand also has a competitive strategy and a different segment for its market share.

Like Kawasaki has a segment on the type of motor sport and moto cross. However, there are also brands that compete

in the same segment as Honda and Yamaha. Honda and Yamaha compete in the motorbike segment, the 150cc and naked bike. Motorcycle is a technology created to meet transportation needs. Behind these transportation needs, consumers today still consider the brand equity of each product due to intense competition. There are some previous studies that show results that consumers currently consider brand equity before buying a product (Ambolou, 2015; Aydin and Ulengin, 2015; Erdil, 2015).

However, the purchasing decision remains in the hands of prospective buyers. This purchase decision is aimed at customers who have made a purchase decision and made the transaction, or it can be called an evaluation of the purchase motive that is examined after purchase. This evaluation is closely related to whether consumers are satisfied or not about the products they buy and consume. According to Kotler et al (2007) decision making by consumers is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.



**FUNK RED WHITE**  
*\*tersedia dalam tipe CBS series*

Figure 1. Sample of Honda Beat Series

In addition, other studies also prove that the concept of green marketing carried by motorcycle products is more in demand by consumers because it is in accordance with the concept of sustainable development environment (Namkung and Jang, 2014; Chekima et al, 2015).

In 2016, Honda became number one in the market share, which was 4,380,888 units (73.86% market share) (Muslim: 2017). The Honda Beat Series is the best-selling in the matic motorbike class with sales of 1,814,600 Units or 30.59% of the 10 best-selling motorbikes in 2016 (Taufik: 2017). In January to October 2017, Honda again took the lead in motorcycle market share in Indonesia with sales reaching 4,385,888 units or 74.6% of market share (Pasaribu, 2018).

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Based on data from AISI (Indonesian Motorcycle Industry Association), the Honda Beat Series became the best selling motorbike in 2017 with sales of 1,728,473 units. This is a very interesting phenomenon because Honda can be the market leader from 2016 to 2017.

In Indonesia, the province with a high level of motorcycle sales is East Java every year. This highest sales is proven by the 2016 detikoto survey, namely East Java, which has a sales value of 1,033,925 units. Because of this, Honda also focused its sales on the motorcycle market share in East Java. In East Java alone, the city of Surabaya has the highest Regional Minimum Wage of Rp. 3,296,212.50 (Jajeli: 2016), this means that potential consumers are in the city of Surabaya.

Based on the phenomena that have been explained, the authors are interested in conducting research and outlined in the form of scientific papers entitled "Brand Equity and Green Marketing as a Predictor Decision to Purchase with Mediation Spectrum Considerations Honda Beat Series Consumers in Surabaya City"

## II. LITERATURE REVIEW

### A. Brand Equity

Dimiyati (2018) said that brands are an important element of the company to measure how much marketing power the company offers and introduces products that are produced. Kotler et al (2007) also explained that brand equity is measured by 4 indicators, namely Brand Awareness, Brand association, Perceived Quality and Brand Loyalty. Aaker (2014) defines brand awareness as the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category. Aaker (2014) defines brand association as anything related to memory of a brand. Aaker (2014) defines perceived quality as the customer's perception of attributes that are considered important to him. Aaker (2014) defines brand loyalty as a measure of customer loyalty, closeness or relationship to a brand. Aaker (2014) also explains that brand equity that is well built by the company will positively influence consumers' considerations in buying products.

Previous research by Cleeren (2014) and Davcik and Sharma (2015) concluded that brand equity has a significant influence on economic considerations. Previous research by Husnain and Akhtar (2016) and Prashar et al (2015) concluded that brand equity has a significant influence on passive consideration. Previous research by Saleem et al (2015) and Vera (2015) concluded that brand equity has a significant influence on cognitive considerations. Previous research by Erdil (2015) and Aydin and Uleengin (2015) concluded that brand equity has a significant influence on emotional considerations.

Based on the theory and empirical evidence, we can conclude the research hypothesis as follows:

- H1: Brand equity (X1) influences consideration economical (Y1) for consumers of Honda Beat Series Motorcycles in the City of Surabaya.
- H2: Brand equity (X1) influences consideration passive (Y2) for consumers of Honda Beat Series Motorcycles in the City of Surabaya.
- H3: Brand equity (X1) influences consideration

cognitive (Y3) for consumers of Honda Beat Series Motorcycles in the City of Surabaya.

- H4: Brand equity (X1) influences consideration emotional (Y4) for consumers of Honda Beat Series Motorcycles in Surabaya City.

### B. Green Marketing

Green marketing is a product marketing strategy concept by producers for the needs of consumers who care about the environment (Kotler et al, 2007). Empirical evidence from Chekima et al (2015) and Ali and Ahmad (2012) concluded that green marketing has a significant influence on economic considerations. Empirical evidence from Suki et al (2016) and Wang and Hornng (2016) concluded that green marketing has a significant influence on passive consideration. Empirical evidence from Namkung and Jang (2014) and Goncalves et al (2015) concluded that green marketing has a significant influence on cognitive considerations. Empirical evidence from Zhu and Sarkis (2015) and Biswas and Roy (2016) concluded that green marketing has a significant influence on emotional considerations. Based on the theory and empirical evidence, we can conclude the research hypothesis as follows:

- H5: Green marketing (X2) has an effect on Economic consideration (Y1) for consumers of Honda Beat Series Motorcycles in the City of Surabaya.
- H6: Green marketing (X2) has an effect on passive consideration (Y2) for consumers of Honda Beat Series Motorcycles in Surabaya City.
- H7: Green marketing (X2) has an effect on cognitive considerations (Y3) for consumers of Honda Beat Series Motorcycles in the City of Surabaya.
- H8: Green marketing (X2) has an effect on emotional consideration (Y4) for consumers of Honda Beat Series Motorcycles in Surabaya City.

### C. Consumer Spectrum Considerations

Nitisusastro (2013) states that spectrum of consideration is all things that are taken into consideration when someone will make a decision. Schiffman and Kanuk (2008) in Nitisusastro (2013) say that the consumer consideration spectrum is divided into several types, which include economic considerations, passive considerations, cognitive considerations and emotional considerations.

Economic considerations are typical considerations related to the economical calculation of consumers of goods or services to be purchased. Consumers will consider and calculate economically about the benefits that will be obtained with the sacrifice that will be issued. Empirical evidence from the research of Amelia et al (2015), Dimiyati and Subagio (2018) and Melis et al (2015) concluded that economic considerations have a significant influence on purchasing decisions.

There are three indicators of economic considerations, namely product prices are relatively cheap, more quantity than other products and consumers have the perception to save money by buying these products.

Passive considerations are typical considerations where consumers who do not think rationally and are strongly influenced by internal factors inherent in each individual consumer. Internal factors in question include elements of perception, personality, learning and motivation. More

simply, consumers consider products through learning in advertisements, personal selling, discount promos and so on offered by marketers without considering in the long run. There are three passive indicators of advertising, bonuses, promotions from products that attract consumer interest. Empirical evidence from the research of Chomvilailuk and Butcher (2014), Putra et al (2016) and Turkyilmaz et al (2014) concluded that passive considerations have a significant effect on purchasing decisions.

Rational (cognitive) considerations are typical considerations where consumers are more focused on the benefits and capabilities of the product purchased in solving the problem at hand. There are three cognitive consideration indicators, namely the price of a product comparable to the features provided, consumer perceptions that the product is the solution to current needs and family advice that the product is the solution to current needs. Empirical evidence from Alfred (2013) research, Putra et al (2016) and Choi and Kim (2013) concluded that cognitive considerations had a significant effect on purchasing decisions.

Emotional considerations are typical considerations where consumers are more focused on emotional decisions than other considerations. Typical consumers like this basically decide more on the basis of inner satisfaction. There are four cognitive consideration indicators, namely consumers buy products to fulfill their emotional desires, consumers buy products on the basis of wanting to match other people who have the same product and consumers buy products because they are comfortable with the product brand. Empirical evidence from the research of Khuong et al (2015), Putra et al (2016), Dimiyati and Subagio (2018) and Ambolou (2015) concluded that emotional considerations have a significant effect on purchasing decisions.

Based on the theory and empirical evidence, we can conclude the hypothesis as follows:

H9: Economic considerations affect purchasing decisions for consumers of Honda Beat Series Motorcycles in the City of Surabaya.

H10: Passive considerations affect decisions purchase of consumers of Honda Beat Series Motorcycles in the City of Surabaya.

H11: Cognitive considerations affect purchasing decisions for consumers of Honda Beat Series Motorcycles in the City of Surabaya.

H12: Emotional considerations affect purchasing decisions for consumers of Honda Beat Series Motorcycles in the City of Surabaya.

### III. METHODOLOGY

This research is a type of confirmatory research because it aims to explain and test or prove a theory or hypothesis to strengthen or reject existing research theories or hypotheses. This study will explain brand equity and green marketing as a predictor of purchase decisions with spectrum mediation of consumer considerations on the Honda Beat series in the city of Surabaya as described in figure 2. The population of this study are consumers of Honda Beat Series domiciled in the city of Surabaya.

The sampling technique used in this study is non probability sampling, which is an accidental sampling method because there is no data, name and address of the population. Accidental sampling is the selection of respondents because of easy accessibility and proximity of respondents to researchers. The accidental sampling method is used as a consideration because it makes it easier for researchers to find data when meeting the appropriate respondents. the number of samples used in this study were 150 people. The data collection technique of this research is using a questionnaire.

The variables to be studied are grouped into three types. Independent variables which in the research are Brand Equity (X1) and Green Marketing (X2). Intervening variables are a spectrum of considerations consisting of economic considerations (Y1), passive considerations (Y2), cognitive considerations (Y3) and emotional considerations (Y4). The dependent variable is the Purchasing Decision (Y5).

Brand equity can be measured through 4 indicators, namely (Aaker, 2014):

- 1) Consumers recognize the brand Honda Beat Series (X11)
- 2) Consumers have special memories of the brand Honda Beat Series (X12)
- 3) Consumers have a perception that Motorbikes Honda Beat Series is a quality product (X13)
- 4) Consumers have loyalty to the Bicycle brand Honda Beat Series (X14)

Green Marketing can be measured by 4 indicators, namely (Kotler, 2007):

- 1) Consumers think of Honda Motorcycle products Beat Series is classified as environmentally friendly (X21)
- 2) Distribution of Honda Beat Series Motorcycle products already does not damage environmental conditions (X22)
- 3) Prices of Honda Beat Series Motorcycle products are Appropriate with technology for making environmentally friendly products (PGM-FI) (X23)
- 4) Publication of sponsors of Honda Beat Motorcycle Products Series through online media is done by considering environmental friendliness (X24)

Indicators of economic considerations are (Nitisusastro, 2013)

- 1) Consumer perception that the price of the Honda Beat Series relatively cheap (Y11)
- 2) Consumer perceptions that the number of Honda Beat Features Series more than other motorcycle products. (Y12)
- 3) Consumers can save fuel costs with buy Honda Beat Series (Y13)

Indicators of passive consideration are (Nitisusastro, 2013):

- 1) Consumer perception that the Honda Beat Series Ad very interesting (Y21)
- 2) Consumer perceptions that the Honda Beat Series Bonus very interesting (Y22)
- 3) Consumer perception that Promotion of Honda products Interesting Beat Series (Y23)

The indicators of cognitive consideration are (Nitisusastro, 2013):

- 1) Consumer perception that the price of Honda Beat



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products

Series that is proportional to the number of features provided (Y31)

- 2) Consumer opinion that the Honda Beat Series is solution for current vehicle needs (Y32)
- 3) Consumers get advice from the family that the product Honda Beat Series is the solution for the needs of today's vehicles (Y33)

Indicators of emotional consideration are (Nitisusastro, 2013):

- 1) Consumers buy a Honda Beat Series to fulfill the desire to use a cool vehicle (Y41)
- 2) Consumers buy the top Honda Beat Series products basic want to match other people who have the same product (Y42)
- 3) Consumers buy Honda Beat Series products because of comfortable with Honda products (Y43)

Purchasing decisions are measured by four factors, namely as follows (Kotler, 2007):

- 1) Consumers have stability in Honda products Beat Series (Y51)
- 2) Consumers are accustomed to buying products Honda (Y52)
- 3) Consumers provide recommendations to others about Honda Beat Series (Y53)
- 4) Consumers have made repeat purchases on Honda products (Y54)

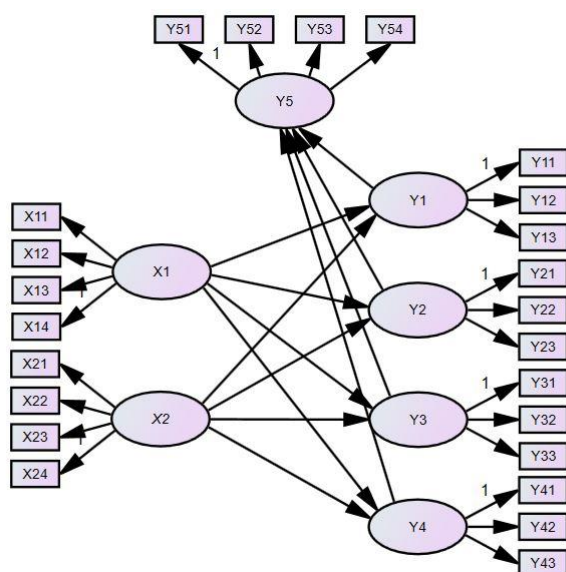


Figure 2. Conceptual Framework

The measurement scale used in this study is the Likert scale with 5 answer choices. The data analysis tool used in this study is structural equation modeling.

## IV. RESULT AND DISCUSSION

### A. Instrument Test

Based on the results of the instrument test (validity and reliability) it was found that the instruments used were valid and reliable.

Table 1. Validity and Reliability Test

No	Indicator Variabel	Loading Factor	Critical Ratio	Probability	Remarks	Construct Reliability	Remarks
1	X1.1	0,531	5,294	***	Valid	0,788	Reliabel
2	X1.2	0,788	5,92	***	Valid		
3	X1.3	0,629	5,557	***	Valid		
4	X1.4	0,644	4,689	***	Valid		
5	X2.1	0,812	3,299	***	Valid	0,845	Reliabel
6	X2.2	0,706	3,178	0,001	Valid		
7	X2.3	0,625	3,056	0,002	Valid		
8	X2.4	0,272	2,207	***	Valid		
9	Y1.1	0,191	2,548	0,011	Valid	0,774	Reliabel
10	Y1.2	0,657	2,037	0,03	Valid		
11	Y1.3	0,609	2,229	0,219	Valid		
12	Y2.1	0,448	4,759	***	Valid	0,732	Reliabel
13	Y2.2	0,069	2,696	0,007	Valid		
14	Y2.3	0,466	3,718	***	Valid		
15	Y3.1	0,286	3,254	***	Valid	0,761	Reliabel
16	Y3.2	0,33	2,772	0,006	Valid		
17	Y3.3	0,009	2,326	0,02	Valid		
18	Y4.1	0,883	4,907	***	Valid	0,939	Reliabel
19	Y4.2	0,589	2,96	0,003	Valid		
20	Y4.3	0,102	2,699	0,044	Valid		
21	Y5.1	0,389	5,461	***	Valid	0,944	Reliabel
22	Y5.2	0,056	3,233	0,021	Valid		
22	Y5.3	0,679	2,739	0,006	Valid		
23	Y5.4	0,296	2,201	0,028	Valid		

Table 1 explains that the Critical Ratio value for each variable's loading factor is greater than its critical value at a significance level of 0.05 (1.96), so the probability value is smaller than 0.05, so it can be concluded that all indicators of the equity variable construct brands, green marketing, economic considerations, passive considerations, cognitive considerations, emotional considerations and purchasing decisions are valid.

The results of Construct Reliability calculations for each brand equity variable, green marketing, economic considerations, passive considerations, cognitive considerations, emotional considerations and purchasing decisions show values above 0.70. This shows all variable construct indicators are reliable.

### B. Variable Description

Table 2 explains the respondents' assessment of brand equity indicators (X1) as follows:

- 1) Indicator of brand awareness (X1.1): most (75%) of respondents gave agreed answers (score 4) which meant that they could easily recognize the Honda Beat Series motorcycle brand and 21% of respondents answered neutral (score 3). This shows that the Honda Beat Series motorcycle brand is very easily recognized by the people in the city of Surabaya.
- 2) Brand association indicators (X1.2): most (57%) of respondents gave agreed answers (score 4) which meant they had special memories of the Honda Beat Series motorcycle brand and 33% of respondents answered neutral (score 3). This shows that the Honda Beat Series brand has succeeded in forming a special memory for the community in the city of Surabaya through its marketing program.
- 3) Indicators of perceived quality (X1.3): most (65%) of respondents gave agreed answers (score 4), which means that perceptions about the brand of Honda Beat Series motorcycles are quality products that have been well formed and 30% of respondents answered neutral (score 3).

3). This shows that the good quality of Honda Beat Series motorcycles has been proven and trusted by the community.

Table 2. Frequency Distribution of Respondents' Answers to Variable Brand Equity

Items	Respondent's answer value										Total	Modus
	5	%	4	%	3	%	2	%	1	%		
X1.1	0	0	112	75	32	21	6	4	0	0	150	4
X1.2	4	2.7	85	57	49	33	9	6	3	2	150	4
X1.3	0	0	97	65	45	30	8	5.3	0	0	150	4
X1.4	0	0	98	65	47	31	5	3.3	0	0	150	4

4) Indicator of brand loyalty (X1.4): most (65%) of respondents gave agreed answers (score 4) which means they recognized the existence of brand loyalty and 31% of respondents answered neutral (score 3). This shows that Honda consumers in the city of Surabaya tend to be loyal to the Honda brand after the first purchase.

Table 3 describes the respondents' assessment of the green marketing indicators (X2) as follows:

- 1) Green product indicator (X2.1): most (79%) of respondents gave agreed answers (score 4) which means that they have the perception that the Honda Beat Series is an environmentally friendly product and 16% of respondents answered neutral (score 3). This shows that environmentally friendly products such as the Honda Beat Series are in demand by the people of Surabaya.
- 2) Green place indicator (X2.2): most (67%) of respondents gave agreed answers (score 4) which means they have the perception that the Honda Beat Series has a distribution that does not damage the environment and 29% of respondents answer neutral (score 3). This shows that the distribution of Honda Beat Series products that do not damage the environment are more in demand by the people of Surabaya.

Table 3. Frequency Distribution of Respondents' Answers to Green Marketing Variables

Items	Respondent's answer value										Total	Modus
	5	%	4	%	3	%	2	%	1	%		
X2.1	0	0	118	79	24	16	4	2.7	4	2.7	150	4
X2.2	0	0	101	67	43	29	2	1.3	4	2.7	150	4
X2.3	0	0	107	71	38	25	5	3.3	0	0	150	4
X2.4	1	0.7	109	73	34	23	6	4	0	0	150	4

3) Green price indicator (X2.3): most (71%) of respondents gave agreed answers (score 4) which meant they believed that the Honda Beat Series had prices according to environmentally friendly products and 25% of respondents answered neutral (score 3). This shows that the price of environmentally friendly products that are classified as expensive such as the Honda Beat Series is still not a problem for consumers in the city of Surabaya.

4) Green promotion indicator (X2.4): most (73%) of respondents gave agreed answers (score 4) which means that the promotion of the Honda Beat Series through online media has been done well by showing environmentally friendly technology (PGM-FI) and 23 % of respondents answered neutral (score 3). This shows that the people of Surabaya City pay attention to the promotion of environmentally friendly products such as the Honda Beat

Series.

Table 4 explains the respondents' assessment of economic consideration indicators (Y1) as follows:

- 1) Cheap product price indicator (Y1.1): most (77%) of respondents give agreed answers (score 4) which means that they have the perception that the Honda Beat Series is a relatively cheap product compared to other similar products and 21% of respondents neutral answer (score 3). This shows that Honda Beat series products are in demand by the people of Surabaya because of the affordable prices.
- 2) Product feature quantity indicator (Y1.2): most (71%) of respondents gave agreed answers (score 4) which means that they have the perception that the Honda Beat Series is a product with more features than other similar products and 21% of respondents neutral answer (score 3). This shows that the Honda Beat Series that has more features than similar products will be more in demand by the people in the city of Surabaya.
- 3) Indicators save costs (Y1.3): most (63%) of respondents give agreed answers (score 4) which means that they have confidence if they buy a Honda Beat Series so that they save on fuel for private vehicles and 35% of respondents answer neutral (score 3). This shows that motorcycle products with more efficient fuel consumption such as the Honda Beat Series will be more in demand by the people in the city of Surabaya.

Table 4. Frequency Distribution of Respondents' Answers to Variable Economic Considerations

Items	Respondent's answer value										Total	Modus
	5	%	4	%	3	%	2	%	1	%		
Y1.1	1	0.7	116	77	32	21	1	0.7	0	0	150	4
Y1.2	3	2	106	71	32	21	9	6	0	0	150	4
Y1.3	0	0	94	63	52	35	2	1.3	2	1.3	150	4

Table 5 describes the respondents' assessment of passive consideration indicators (Y2) as follows:

- 1) Attractive advertising indicators (Y2.1): most (76%) of respondents gave agreed answers (score 4) which meant that they had the perception that Honda Beat Series advertisements were attractive and 20% of respondents answered neutral (score 3). This shows that the Honda Beat series advertising products have succeeded in forming buying interest in the city of Surabaya.

Table 5. Frequency Distribution of Respondents' Answers to Passive Consideration Variables

Items	Respondent's answer value										Total	Modus
	5	%	4	%	3	%	2	%	1	%		
Y2.1	0	0	114	76	30	20	6	4	0	0	150	4
Y2.2	0	0	96	64	41	27	8	5.3	5	3.3	150	4
Y2.3	1	0.7	89	59	51	34	9	6	0	0	150	4

- 2) Attractive bonus indicator (Y2.2): most (64%) of respondents gave agreed answers (score 4) which meant that they had the perception that the bonuses given by the Honda Beat Series were quite attractive and 27% of respondents answered neutral (score 3). This shows that the bonus of the Honda Beat series succeeded in forming buying interest by the people in Surabaya City.

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3) Attractive promotion indicators (Y2.3): most (59%) of respondents gave agreed answers (score 4) which means that they have the perception that promotions given by the Honda Beat Series are quite attractive and 34% of respondents answer neutral (score 3). This shows that the promotion of the Honda Beat series has succeeded in forming buying interest in the city of Surabaya.

Table 6 explains the respondents' assessment of cognitive consideration indicators (Y3) as follows:

- 1) Product price indicator according to (Y3.1): most (70%) of respondents give agreed answers (score 4) which means that they have the perception that the price of the Honda Beat Series is in accordance with the features provided and 25% of respondents answer neutral (score 3). This shows that the price of products that are in accordance with features such as the Honda Beat Series will form buying interest in the city of Surabaya.
- 2) Product indicators as needs (Y3.2): most (80%) of respondents give agreed answers (score 4) which means that they have the perception that the Honda Beat Series is one solution to current transportation needs and 16% of respondents answer neutral (score 3). This shows that the people of Surabaya City assume that the solution to transportation needs is a motorcycle like the Honda Beat Series.

Table 6. Frequency Distribution of Respondents' Answers to Cognitive Considerations Variables

Items	Respondent's answer value										Total	Modus
	5	%	4	%	3	%	2	%	1	%		
Y3.1	0	0	105	70	37	25	8	5.3	0	0	150	4
Y3.2	1	0.7	120	80	24	16	5	3.3	0	0	150	4
Y3.3	1	0.7	101	67	37	25	9	6	2	1.3	150	4

3) Indicator of family advice (Y3.3): most (67%) of respondents gave agreed answers (score 4) which means that they bought a Honda Beat Series based on family advice and 25% of respondents answered neutral (score 3). This shows that the role of the family is very important in forming word of mouth a product such as the Honda Beat Series in the city of Surabaya.

Table 7 explains the respondents' assessment of emotional consideration indicators (Y4) as follows:

- 1) Emotional fulfillment indicators (Y4.1): most (65%) respondents gave agreed answers (score 4) which means that they bought a Honda Beat Series because they wanted to fulfill their emotional desires and 30% of respondents answered neutral (score 3). This shows that products that are able to meet the emotional desires of consumers such as the Honda Beat Series will be more in demand by the people of Surabaya City.
- 2) Indicators equal to others (Y4.2): most (77%) of respondents gave agreed answers (score 4) which means that they bought a Honda Beat Series because they wanted to match other people and 21% of respondents answered neutral (score 3). This shows that the people of Surabaya City tend to buy the same product as other people consumption as in the case study of the Honda Beat Series.

3) Product comfort indicators (Y4.3): most (63%) respondents gave agreed answers (score 4) which means that they bought a Honda Beat Series because they were comfortable with the product and 32% of respondents answered neutral (score 3). This shows that the people of Surabaya City tend to buy products that are considered comfortable to consume such as the Honda Beat Series.

Table 7. Frequency Distribution of Respondents' Answers to Emotional Considerations

Items	Respondent's answer value										Total	Modus
	5	%	4	%	3	%	2	%	1	%		
Y4.1	0	0	97	65	45	30	4	2.7	4	2.7	150	4
Y4.2	0	0	115	77	31	21	4	2.7	0	0	150	4
Y4.3	0	0	95	63	48	32	7	4.7	0	0	150	4

Table 8 explains the respondent's assessment of the purchasing decision indicator (Y5) as follows:

- 1) Indicator of product stability (Y5.1): most (74%) of respondents gave agreed answers (score 4) which means that they bought a Honda Beat Series because they felt good about their brand and 23% of respondents answered neutral (score 3). This shows that consumers of the Honda Beat Series in the city of Surabaya are sure to buy products because of the suitability of the product with their needs or desires.
- 2) Buying habits indicators (Y5.2): most (71%) of respondents gave agreed answers (score 4) which meant that they were accustomed to buying products under the Honda brand and 25% of respondents answered neutral (score 3). This shows that loyal consumers will tend to be accustomed to using these products such as the Honda Beat Series.
- 3) Indicators provide product recommendations (Y5.3): most (69%) respondents give agreed answers (score 4) which means that they once gave recommendations to other people about Honda products and 29% of respondents answered neutral (score 3). This shows that the satisfaction experienced by consumers on Honda Beat Series products brings positive word of mouth to others.
- 4) Indicators repurchase (Y5.4): most (69%) of respondents give agreed answers (score 4) which means that the purchase of their Honda Beat Series is a repeat purchase and 29% of respondents answer neutral (score 3). This shows that the satisfaction experienced by consumers on the product will give rise to the desire to repurchase the case study of Honda products.

Table 8. Frequency Distribution of Respondents' Answers on Purchase Decision Variables

Items	Respondent's answer value										Total	Modus
	5	%	4	%	3	%	2	%	1	%		
Y5.1	1	0.7	111	74	35	23	3	2	0	0	150	4
Y5.2	1	0.7	106	71	38	25	5	3.3	0	0	150	4
Y5.3	1	0.7	102	69	43	29	4	2.7	0	0	150	4
Y5.4	0	0	108	72	38	25	4	2.7	0	0	150	4



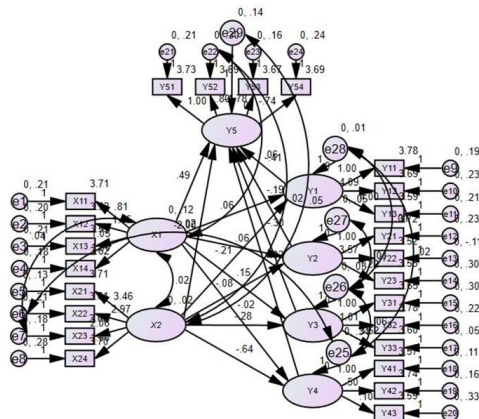


Figure 3. The model of brand equity, green marketing as a predictor to purchase decision with spectrum consideration

V. RESULTS AND DISCUSSION

The results of testing structural equation modeling using the AMOS 22 program, provide the results of structural equation models that show the relationship between latent variables in this study are presented in Figure 3.

The Critical Ratio value is 1.460 which means it is between -1.96 and 1.96, so it can be concluded that multivariate data is normally distributed. The determinant of sample covariance matrix also shows a number of 3,874. This number is far from zero so there is no singularity. Thus the data does not experience multicollinearity and can be used for further analysis in research. The highest mahalanobis distance value is 35,249. This value is still below the value of Chi Square with free degrees 143 (number of respondents - number of indicator variables) is 171,907 so it can be concluded that there is no multivariate outliers in the research data.

Table 9 shows that the seven criteria used to assess whether a model is feasible or not have been fulfilled and only one has not been fulfilled, thus it can be said that the model can be accepted which means there is a match between the model and data.

Table 9. The test of congruity between model and data

Criteria	Cut off Value	Result	Remark
X <sup>2</sup> chi square	Diharapkan lebih kecil dari (α=0,05 pada df143= 171,907)	107,663	Match
Significance Probability	≥ 0,05	1,738	Match
RMSEA	≤ 0,08	0,007	Match
GFI	≥ 0,9	0,966	Match
AGFI	≥ 0,9	0,819	Not Match
CMIN/DF	≤ 2,00	0,752	Match
TLI	≥ 0,95	1,677	Match
CFI	≥ 0,95	2,545	Match

Table 10. The result of hypotesis testing

Hipotesis	Estimate	Standar Error	Critical Ratio	Probability	Remarks
Y1 <--- X1	0.21	0.041	3.845	0.039	Significant
Y2 <--- X1	0.097	0.069	4.114	0.026	Significant
Y3 <--- X1	0.263	0.109	2.048	0.041	Significant
Y4 <--- X1	0.021	0.161	3.037	0.03	Significant
Y1 <--- X2	0.348	0.154	5.902	0.036	Significant
Y2 <--- X2	0.057	0.138	4.437	0.046	Significant
Y3 <--- X2	0.215	0.275	2.782	0.035	Significant
Y4 <--- X2	0.163	0.461	2.084	0.037	Significant
Y5 <--- Y1	0.28	1.364	6.042	0.029	Significant
Y5 <--- Y2	0.225	0.105	4.763	0.048	Significant
Y5 <--- Y3	0.211	0.208	5.694	0.048	Significant
Y5 <--- Y4	0.141	0.065	3.733	0.033	Significant

Based on table 10, it can be concluded that the value of the influence of brand equity on economic considerations is 0.210 with a value of C.R. = 3.845 and obtained a significant probability (p) of 0.039 smaller than the significant level α required (0.05), thus it can be said that the effect is significant and H1 is accepted. consumers domiciled in the city of Surabaya can easily recognize the Honda Beat Series brand because the product is considered to have an affordable price, many features and economical fuel consumption. Beat brands that are easily remembered by consumers form a special memory about this motorbike. The average consumer works as a student, this is reasonable because student expenses are usually lower than workers. The price of the Honda Beat Series is also offered to segments of the community that have a middle economy. PT. Astra Honda Motor must do a pricing strategy well, because currently the Honda Beat Series consumers are the highest. If one uses a pricing strategy, Honda customers may move to use another motorcycle brand in their next purchase. In addition there are some consumers who claim to be less satisfied with post-purchase services such as servicing at Honda's official workshop, AHASS. The complaint is due to expensive service prices and inexperienced technicians because it is a vocational student who is a work apprentice. The results of this study support the theory of Aaker (2014), Cleeren (2014) and Davcik and Sharma (2015).

Based on table 10, it can be concluded that the value of the effect of brand equity on passive consideration is 0.097 with the value of C.R. = 4.114 and obtained a significant probability (p) of 0.026 smaller than the required significant level α (0.05), thus it can be said that the effect is significant and H2 is accepted.

Honda Beat Series advertisements form special memories for potential customers. These advertisements display the atmosphere of young people with a modern, contemporary style that makes viewers assume that the product is a quality product. Consumers who on average are teenagers also admit to being interested in Honda Beat Series products because they watch the ad. Promotions and bonuses carried out by PT Astra Honda Motor are also very attractive to consumers with easier credit and affordable down payment prices. The results of this study support the theory of Aaker (2014), Husnain and Akhtar (2016) and Prashar et al (2015).

Based on table 10, it can be concluded that the value of the influence of brand equity on cognitive considerations is 0.263

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with a value of  $C.R. = 2.048$  and obtained a significant probability ( $p$ ) of 0.041 smaller than the required significant level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the third hypothesis in this study which means that brand equity directly has a positive and significant effect on cognitive considerations in consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the Honda Beat Series brand equity increases, it will increase consumer cognitive considerations, and vice versa if brand equity falls will also reduce the cognitive considerations of consumers of the Honda Beat Series in Surabaya City.

Honda Beat Series consumers do buy because they have the perception that the product is a current transportation need. Because most consumers are students, their purchases are based on needs. Transportation needs in this case are not cars but motorbikes. Factors from family advice about Honda products also affect consumers a lot. Honda already has strong brand equity in the transportation industry in Indonesia. The features provided also make consumers feel fulfilled their needs such as wide luggage seats, slim motorized bodies, smart lock systems etc.

The results of this study support the theory of Aaker (2014) that brand equity influences consumer cognitive considerations. The results of this study are also the same as previous studies by Saleem et al (2015) and Vera (2015) which concluded that brand equity has a significant influence on cognitive considerations. It can be concluded that consumers are also thinking about the growth factor when they are reminded of Honda's brand. So, PT. Astra Honda Motor must continue to provide features needed by consumers and try to develop them to create consumer satisfaction.

Based on table 10, it can be concluded that the value of the influence of brand equity on emotional considerations is 0.021 with a value of  $C.R. = 3.037$  and obtained a significant probability ( $p$ ) of 0.030 smaller than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the fourth hypothesis in this study which means that brand equity directly has a positive and significant effect on emotional considerations in consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the Honda Beat Series brand equity increases, it will increase consumer emotional considerations, and vice versa if brand equity falls will also reduce the emotional considerations of consumers of the Honda Beat Series in Surabaya City.

Honda Beat Series advertisements that carry the theme of young people present a special memory where consumers want to meet emotional needs. These emotional needs can be in the form of self-confidence, comfort and security when using Honda Beat Series products. Safety also arises because of the perception that the product is a quality product. Honda Beat Series consumers are also easily affected by products that are used by others. When other people recommend products, consumers will be very easy to decide to buy the product. The varied color variants of the Honda Beat Series also affect the emotional desires of consumers. This is because some consumers have an emotional connection with certain colors. Consumers also have loyalty because of special memories in the use of Honda Beat Series

motorcycles. This memory is formed through membership and togetherness with other consumers in the Honda Motor Club.

The results of this study support the theory of Aaker (2014) that brand equity influences consumer emotional considerations. The results of this study are also the same as previous studies by Erdil (2015) and Aydin and Ulengin (2015) which concluded that brand equity has a significant influence on emotional considerations. It can be concluded that consumers of the Honda Beat Series tend to think of the emotional satisfaction that will be obtained when going to buy. This shows that PT. Astra Honda Motor also has to pay attention to aspects of consumer evaluation emotionally about its products. Because it will maintain customer satisfaction.

Based on table 10, it can be concluded that the value of the effect of green marketing on economic considerations is 0.348 with a value of  $C.R. = 5.902$  and obtained a significant probability ( $p$ ) of 0.036 smaller than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the fifth hypothesis in this study which means that green marketing directly has a positive and significant effect on economic considerations for consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the Honda Beat Series green marketing increases, it will increase consumers' economic considerations, and vice versa if green marketing falls will also reduce the economic considerations of consumers of the Honda Beat Series in Surabaya City.

Green marketing strategies carried out by PT. Astra Honda Motor through environmentally friendly products with Programmed Fuel Injection technology is able to raise questions in the eyes of the people of Surabaya City. The question is about the compatibility of environmentally friendly features with the price of one of its products, the Honda Beat Series. Another question is the truth of the lack of fuel consumption but still environmentally friendly from the Honda Beat Series. The question was finally answered by PT. Astra Honda Motor by providing affordable prices, testing fuel consumption with Java-Bali touring and even easy credit procedures so that a new assumption arises. The new assumption is that environmentally friendly products do not have to have expensive prices.

The results of this study support the theory of Kotler et al (2007) that green marketing affects the economic considerations of consumers. The results of this study are also the same as previous studies by Chekima et al (2015) and Ali and Ahmad (2012) who concluded that green marketing has a significant influence on economic considerations. It can be concluded that environmentally friendly products will be considered by prospective consumers as a product with a slightly expensive price than usual. However, if producers can provide relatively cheap prices, consumers will be interested. The competition in the motorcycle industry is currently also focused on technology and price level competition. So, the price strategy must also be carefully considered by producers, especially such as PT. Astra Honda Motor which has many loyal consumers.

Based on table 10, it can be concluded that the value of the



effect of green marketing on passive consideration is 0.057 with a value of C.R. = 4.437 and obtained a significant probability (p) of 0.046 smaller than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the sixth hypothesis in this study which means that green marketing directly has a positive and significant effect on passive considerations on consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the Honda Beat Series green marketing increases, it will increase the passive consideration of consumers, and vice versa if green marketing falls will also reduce the considerations of the passive consumer of the Honda Beat Series in the city of Surabaya.

Honda Beat Series advertisements carrying the theme of new technologies that are environmentally friendly make consumers interested. Honda Beat Series ads always feature popular songs and young artists. At first there were some consumers who had no desire to buy a Honda Beat Series, but intended to buy after seeing the ad. In addition, the most attractive bonus given to consumers of the Honda Beat Series is free service until a certain time. This service is in the form of changing oil, checking machines etc. for free. In addition, promotions given to Honda Beat Series consumers are also interesting. This promotion takes the form of easy credit, affordable down payments etc.

The results of this study support the theory of Kotler et al (2007) that green marketing has an effect on passive consideration of consumers. The results of this study are also the same as previous studies by Suki et al (2016) and Wang and Horng (2016) which concluded that green marketing has a significant influence on passive considerations. It can be concluded that the green marketing strategy, one of which is green promotion through bonuses, advertisements and price promotions that are environmentally friendly is something that is considered by motorcycle consumers today. The city of Surabaya is a city with a high level of pollution, therefore the people of Surabaya City are mostly aware to prefer to use environmentally friendly products for the sake of a better life. PT. Astra Honda Motor must maintain a green marketing strategy to avoid consumer dissatisfaction.

Based on table 10, it can be concluded that the value of the effect of green marketing on cognitive considerations is 0.215 with a value of C.R. = 2.782 and obtained a significant probability (p) of 0.035 smaller than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the seventh hypothesis in this study which means that green marketing directly has a positive and significant effect on cognitive considerations in consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the Honda Beat Series green marketing increases, it will increase consumer cognitive considerations, and vice versa if green marketing falls will also reduce the cognitive considerations of consumers of the Honda Beat Series in Surabaya City.

The programmed fuel injection feature carried by the Honda Beat Series has indeed succeeded in making prospective customers have the desire to buy. This is because current transportation needs, especially in big cities like Surabaya, are in great demand. Programmed fuel injection is

an ignition system on engines that prioritizes combustion with minimal fuel consumption, produces more power and emits lower pollution. The desired pollution is reduced by air and sound pollution. So it is not surprising that many people are interested in the Honda Beat Series because they think this product is one of the solutions to transportation needs.

The results of this study support the theory of Kotler et al (2007) that green marketing influences consumer cognitive considerations. The results of this study are also the same as the previous research by Namkung and Jang (2014) and Goncalves et al (2015) who concluded that green marketing has a significant influence on cognitive considerations. It can be concluded that the public responded to the green marketing strategy of PT. Astra Honda Motor well. The community has a rational consideration when it comes to buying a Honda Beat Series, which is to preserve the environment by minimizing pollution. Therefore, PT. Astra Honda Motor continues to develop this green technology because its market is increasingly in demand.

Based on table 10, it can be concluded that the value of the effect of green marketing on emotional considerations is 0.163 with a value of C.R. = 2.084 and obtained a significant probability (p) of 0.037 smaller than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the eighth hypothesis in this study, which means that green marketing directly has a positive and significant effect on emotional considerations in consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the Honda Beat Series green marketing increases, it will increase consumer emotional considerations, and vice versa if green marketing falls will also reduce the emotional considerations of consumers of the Honda Beat Series in Surabaya City.

The programmed fuel injection feature provided by the Honda Beat Series provides convenience for consumers as motorists and of course other communities. This comfort is created because programmed fuel injection technology makes the motor more fuel efficient and minimizes air and sound pollution. This convenience is sometimes told by consumers to close relatives. In the end these relatives became consumers because they wanted to match or get the same comfort in driving. In addition, consumers who are mostly students and teenagers love the design of the Honda Beat Series emotionally. Many color variants and more inclined contemporary make many teenagers want the Honda Beat Series as their vehicle.

The results of this study support the theory of Kotler et al (2007) that green marketing influences consumer emotional considerations. The results of this study are also the same as previous studies by Zhu and Sarkis (2015) and Biswas and Roy (2016) concluded that green marketing has a significant influence on emotional considerations. It can be concluded that the Honda Beat Series succeeded in creating customer satisfaction through emotional comfort with contemporary features and designs. PT. Astra Honda Motor must continue to develop the design and features of its products and continue to explore the inner desire of future consumers in order to maintain customer satisfaction.

Based on table 10, it can be concluded that the value of the

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effect of economic considerations on purchasing decisions is 0.280 with a value of C.R. = 6.042 and obtained a significant probability (p) of 0.029 smaller than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the ninth hypothesis in this study which means that direct economic considerations have a positive and significant effect on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the economic considerations of the Honda Beat Series increase, it will increase consumer purchasing decisions, and vice versa if economic considerations go down will also reduce the consumer purchasing decisions of the Honda Beat Series in the city of Surabaya.

The results showed that the economic considerations of consumers proved to play a role in mediating the influence of brand equity on consumer purchasing decisions of the Honda Beat Series. Consumers who choose to buy cheap products still think about the brand equity of the product such as the Honda Beat Series. Even though it is cheap in its class but, if consumers have special memories such as motorbike membership, they will still buy the product like the Honda Beat Series. Besides that economical and quality vehicles like the Honda Beat Series will be more in demand by customers.

The results of this study support the theory of Nitisusastro (2013) which states that each brand equity will influence purchasing decisions through economic considerations of consumers. The results of this study are also the same as the previous study by Cleeren (2014) and Davcik and Sharma (2015) who concluded that brand equity has a significant influence on economic considerations and previous research by Amelia et al (2015), Dimiyati and Subagio (2018) and Melis et al (2015) which concluded that economic considerations had a significant influence on purchasing decisions.

The results of this study indicate that consumers who have a perception that product prices are cheap, consumers who have a perception that the number of product features is more than other products and consumers who have the perception to save money by buying these products are actually affected to buy because of high brand equity. This is because products that have high brand equity will make prospective consumers think of the economic factors of the product before buying it. PT. Astra Honda Motor must maintain its pricing strategy well so that consumers with loyal economic considerations remain satisfied. On the other hand, this study found a new finding that brand equity can more directly influence purchasing decisions. This means that PT. Astra Honda Motor must pay more attention to the strengthening of the Honda Beat Series brand equity and number two opinions regarding the product pricing strategy. Because basically consumers are more affected to buy products with the best brand equity.

Based on table 10, it can be concluded that the value of the effect of passive consideration on purchasing decisions is 0.225 with a value of C.R. = 4.763 and obtained a significant probability (p) of 0.048 smaller than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the tenth hypothesis in this study, which means that passive consideration directly has a positive and

significant effect on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the passive consideration of the Honda Beat Series increases, it will increase consumer purchasing decisions, and vice versa if passive considerations go down will also reduce the consumer purchasing decisions of the Honda Beat Series in the city of Surabaya.

Based on table 10, it can be concluded that the value of the influence of cognitive considerations on purchasing decisions is 0.211 with a value of C.R. = 5.694 and obtained a significant probability (p) of 0.048 smaller than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the eleventh hypothesis in this study which means that cognitive considerations directly have a positive and significant effect on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the cognitive considerations of the Honda Beat Series increase, it will increase consumer purchasing decisions, and vice versa if cognitive considerations go down will also reduce the consumer purchasing decisions of Honda Beat Series in the city of Surabaya.

Based on table 10, it can be concluded that the value of the influence of emotional considerations on purchasing decisions is 0.141 with a value of C.R. = 3.733 and obtained a significant probability (p) of 0.033 smaller than the required significant level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results accept the eleventh hypothesis in this study which means that emotional consideration directly has a positive and significant effect on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the emotional consideration of the Honda Beat Series increases, it will increase consumer purchasing decisions, and vice versa if the emotional considerations go down will also reduce the consumer purchasing decisions of the Honda Beat Series in the city of Surabaya.

### New Found

This study tries to find new findings by examining the actual effects outside the model that has been built. There are two influences. First, brand equity affects the purchasing decisions of consumers of Honda Beat Series Motorcycles in the City of Surabaya. Standardized regression weight of brand equity against purchasing decisions is 0.127 with a value of C.R. = 3.256 and obtained a significant probability (p) of 0.004 smaller than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results form new findings in this study which means that brand equity directly has a positive and significant effect on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the Honda Beat Series brand equity increases, it will increase consumer purchasing decisions, and vice versa if brand equity goes down will also reduce the Honda Beat Series consumer purchasing decisions in Surabaya City.

Second, green marketing affects the purchasing decisions of consumers of Honda Beat Series Motorcycles in the City of Surabaya. Standardized regression weight green marketing for purchasing decisions is 0.028 with a value of C.R. = 5.281 and obtained a significant probability (p) of 0.012 smaller

than the required significance level  $\alpha$  (0.05), thus it can be said that the effect is significant. These results form new findings in this study which means that green marketing directly has a positive and significant effect on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. So, if the Honda Beat Series green marketing increases, it will increase consumer purchasing decisions, and vice versa if green marketing falls will also reduce the consumer purchase decisions of Honda Beat Series in Surabaya City.

### Analysis of the Role of Intervening Variables

The role analysis is done by comparing the value of direct and indirect influences. The direct effect has been explained in the hypothesis causality test. The influence is not directly explained through eight paths which tested the influence and significance of it.

#### 1) Direct Influence

The direct influence in this study has been explained in the section on the causality test. The magnitude of the influence of brand equity on purchasing decisions is 0.127 and the magnitude of the effect of green marketing on purchasing decisions is 0.028 as can be seen in Table 4.10.

#### 2) Indirect Influence

Analysis of indirect effects is obtained through multiplying estimated standardized regression weight in two relationships in one path. Whereas, the significance of the indirect effect was tested through the sobel test. Indirect effects are said to pass the sobel test if the calculation results get a value greater than 1.98 with a significance level of 5%. The results of the analysis of indirect effects are shown in Table 4.11.

- a) On the first path there is the role of economic considerations on the indirect influence of brand equity on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. The magnitude of the influence of relationships one and two on this pathway shows respectively 0.210 and 0.280 so that it has a mediating role of 0.05. The sobel test results show the number 2.551, this means that the role of the intervening variables in this pathway is significant.
- b) On the second track there is a role for passive consideration on the indirect influence of brand equity on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. The magnitude of the influence of relations one and two on this pathway shows respectively 0.097 and 0.225 so that it has a mediating role of 0.02. The sobel test results show the number 6.471, this means that the role of the intervening variables in this pathway is significant.
- c) On the third path there is the role of cognitive considerations on the indirect influence of brand equity on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. The magnitude of the influence of relations one and two on this pathway shows each of 0.263 and 0.211 so that it has a mediating role of 0.05. The sobel test results show the number 2.32, this means that the role of the intervening variables in this pathway is significant.
- d) On the fourth path there is a role for emotional

consideration on the indirect influence of brand equity on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. The magnitude of the influence of relations one and two on this pathway shows each of 0.021 and 0.141 so that it has a mediating role of 0.002. The sobel test results show the number 4.91, this means that the role of the intervening variables in this pathway is significant.

- e) On the fifth path there is the role of economic considerations on the indirect influence of green marketing on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. The magnitude of the influence of the relations of one and two on this pathway shows respectively 0.348 and 0.280 so that it has a mediating role of 0.097. The sobel test results show the number 3.55, this means that the role of the intervening variable in this pathway is significant.
- f) On the sixth path there is a role for passive consideration on the indirect influence of green marketing on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. The magnitude of the influence of relations one and two on this pathway shows each of 0.057 and 0.225 so that it has a mediating role of 0.012. The sobel test results show the number 2.06, this means that the role of the intervening variables in this pathway is significant.

Table 11. Indirect Influence Analysis Results

Number Line	First relationship	Estimate	Second relationship	Estimate	Mediating role	Sobel Test	Remarks
1	Y1 <--- X1	0.21	Y5 <--- Y1	0.28	0.0588	2,551	Significant
2	Y2 <--- X1	0.097	Y5 <--- Y2	0.225	0.021825	6,471	Significant
3	Y3 <--- X1	0.263	Y5 <--- Y3	0.211	0.055493	2,32	Significant
4	Y4 <--- X1	0.021	Y5 <--- Y4	0.141	0.002961	4,91	Significant
5	Y1 <--- X2	0.348	Y5 <--- Y1	0.28	0.09744	3,55	Significant
6	Y2 <--- X2	0.057	Y5 <--- Y2	0.225	0.012825	2,06	Significant
7	Y3 <--- X2	0.215	Y5 <--- Y3	0.211	0.045365	4,32	Significant
8	Y4 <--- X2	0.163	Y5 <--- Y4	0.141	0.022983	3,78	Significant

- g) On the seventh track there is a role for cognitive considerations on the indirect influence of green marketing on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. The magnitude of the influence of relations one and two on this pathway shows respectively 0.215 and 0.211 so that it has a mediating role of 0.045. The sobel test results show a number of 4.32, this means that the role of the intervening variable in this pathway is significant.
  - h) On the eighth path there is an emotional role in the indirect influence of green marketing on purchasing decisions on consumers of Honda Beat Series Motorcycles in the City of Surabaya. The magnitude of the influence of relationships one and two on this pathway shows 0.163 and 0.141 respectively so that they have a mediating role of 0.022. The sobel test results show the number 3.78, this means that the role of the intervening variables in this pathway is significant.
- 3) Comparison of Direct and Indirect Effects
- Based on Tables 10 and 11, it can be explained that brand equity (X1) has a direct influence on purchasing decisions (Y) of 0.127 and indirect effects through economic considerations



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(Y1), passive considerations (Y2), cognitive considerations (Y3) and emotional considerations (Y4) are 0.058 each; 0.021; 0.055; and 0.002. This means that economic considerations (Y1), passive considerations (Y2), cognitive considerations (Y3) and emotional considerations (Y4) have a smaller role than brand equity (X1) in influencing purchasing decisions (Y5) on the Honda Beat Series in the city of Surabaya. Then it can be concluded that PT. Astra Honda Motor does not have to pay attention to the consumer consideration spectrum to increase its brand equity in order to influence consumer purchasing decisions.

Based on Tables 10 and 11, it can be explained that green marketing (X2) has a direct influence on purchasing decisions (Y) of 0.028 and indirect effects through economic considerations (Y1), passive considerations (Y2), cognitive considerations (Y3) and emotional considerations (Y4) are 0.097 each; 0.012; 0.045; and 0.022. This means that economic considerations (Y1) and cognitive considerations (Y3) have a greater role than brand equity (X1) in influencing purchasing decisions (Y5) in the Honda Beat Series in Surabaya City. So, it can be concluded that PT. Astra Honda Motor should pay more attention to consumers' economic and cognitive considerations to increase the value of green marketing strategies (PGM-FI) in order to influence consumer purchasing decisions.

### VI. CONCLUSION

Brand equity can be a significant positive predictor of the economic considerations of consumers of the Honda Beat Series in the city of Surabaya. Consumers domiciled in the city of Surabaya can easily recognize the Honda Beat Series brand because the product is considered to have an affordable price, many features and economical fuel consumption. Beat brands that are easily remembered by consumers form a special memory about this motorbike. Brand equity is able to be a significant positive predictor of the passive considerations of Honda Beat Series in Surabaya City. Honda Beat Series advertisements form special memories for potential customers. These advertisements display the atmosphere of young people with a modern, contemporary style that makes viewers assume that the product is a quality product. Promotions and bonuses carried out by PT Astra Honda Motor are also very attractive to consumers with easier credit and affordable down payment prices. Brand equity can be a significant positive predictor of consumer cognitive considerations in the Honda Beat Series in the city of Surabaya. Honda Beat Series consumers do buy because they have the perception that the product is a current transportation need. Factors from family advice about Honda products also affect consumers a lot. Honda already has strong brand equity in the transportation industry in Indonesia. The features provided also make consumers feel fulfilled their needs such as wide luggage seats, slim motorized bodies, smart lock systems etc. Brand equity can be a significant positive predictor of the emotional considerations of Honda Beat Series consumers in Surabaya City. Honda Beat Series advertisements that carry the theme of young people present a special memory where consumers want to meet emotional needs. Safety also arises because of the perception that the product is a quality product. Honda

Beat Series consumers are also easily affected by products that are used by others. The varied color variants of the Honda Beat Series also affect the emotional desires of consumers. This is because some consumers have an emotional connection with certain colors.

Green marketing can be a significant positive predictor of the economic considerations of consumers of the Honda Beat Series in the city of Surabaya. This is because Honda Beat Series products that have green marketing will be considered to have expensive prices in the minds of prospective consumers. However, PT. Astra Honda Motor responded by providing affordable prices, testing fuel consumption with Java-Bali touring and even easy credit procedures so that a new opinion emerged. The new assumption is that environmentally friendly products do not have to have expensive prices. Green marketing is able to be a significant positive predictor of the passive considerations of Honda Beat Series in Surabaya City. Honda Beat Series advertisements carrying the theme of new technologies that are environmentally friendly make consumers interested. Honda Beat Series ads always feature popular songs and young artists. At first there were some consumers who had no desire to buy a Honda Beat Series, but intended to buy after seeing the ad.

Green marketing is able to be a significant positive predictor of the cognitive considerations of consumers of the Honda Beat Series in the city of Surabaya. The programmed fuel injection feature carried by the Honda Beat Series has indeed succeeded in making prospective customers have the desire to buy. This is because current transportation needs, especially in big cities like Surabaya, are in great demand.

h. Green marketing is able to be a significant positive predictor of the emotional considerations of Honda Beat Series consumers in Surabaya City. The programmed fuel injection feature provided by the Honda Beat Series provides convenience for consumers as motorists and of course other communities. This comfort is created because programmed fuel injection technology makes the motor more fuel efficient and minimizes air and sound pollution. This convenience is sometimes told by consumers to close relatives. Consumer economic considerations play a positive role in mediating the influence of brand equity on consumer purchasing decisions of Honda Beat Series in Surabaya City. This study found a new finding that brand equity can more directly influence purchasing decisions.

Consumer passive considerations play a positive role in mediating the influence of brand equity on consumer purchasing decisions of Honda Beat Series in Surabaya City. The study also found a new finding that consumers who initially did not pay attention to products tended to buy the Honda Beat Series because they were affected by new brand equity after thinking about advertising, bonuses and promotions. Consumer cognitive considerations play a positive role in mediating the influence of brand equity on consumer purchasing decisions of Honda Beat Series in Surabaya City. The study also found a new finding that consumers of the Honda Beat Series were buying because the actual needs of new brand equity were affected after thinking about advice from the family. Consumer emotional considerations play a positive role in mediating the influence of brand equity on consumer purchasing decisions of Honda Beat Series in Surabaya City. The study also found a new

finding that consumers of the Honda Beat Series who bought because of emotional desires were actually affected by new brand equity after thinking about emotional satisfaction.

Consumer economic considerations play a positive role in mediating the effect of green marketing on Honda Beat Series consumer purchasing decisions in Surabaya City. This study also found a new finding that a green marketing strategy by considering a low-price strategy will influence consumer purchasing decisions rather than just the integration of green marketing. Consumer passive considerations play a positive role in mediating the effect of green marketing on Honda Beat Series consumer purchasing decisions in Surabaya City. The study also found a new finding that consumers who initially did not pay attention to products tended to buy the Honda Beat Series because they were affected by the new green marketing strategy after thinking about advertising, bonuses and promotions. Consumer cognitive considerations play a positive role in mediating the effect of green marketing on Honda Beat Series consumer purchasing decisions in Surabaya City. This study also found a new finding that green marketing strategies taking into account word of mouth strategies will influence consumer purchasing decisions more than just the integration of green marketing. Consumer emotional considerations play a positive role in mediating the effect of green marketing on consumer purchasing decisions of Honda Beat Series in Surabaya City. The study also found a new finding that consumers of the Honda Beat Series who bought because of emotional desires were actually affected by the new green feature afterwards thinking about emotional satisfaction.

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## Brand Equity and Green Marketing as a Predictor Decision to Purchase with Mediation Spectrum Considerations Honda Beat Series Consumers in Surabaya City

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