



The Influence of Perceived Quality and Brand Familiarity on Brand Credibility Honda Motorcycles among Generation Z in Surabaya

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ABSTRACT

This study aims to examine the influence of perceived quality and brand familiarity on the brand credibility of Honda motorcycles among Generation Z consumers in Surabaya. A quantitative approach was employed, with data collected through an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The sample consisted of 100 respondents selected using purposive sampling techniques. The results indicate that both independent variables have a positive and significant influence on brand credibility. These findings demonstrate that high perceived quality and strong brand familiarity play an important role in building Generation Z consumers' trust in the credibility of Honda motorcycle brands.

INTRODUCTION

In an increasingly competitive business landscape, building and maintaining consumer trust is the key to a brand's long-term success. This trust is manifested in the form of brand credibility, which reflects consumers' perceptions of a brand's reliability and integrity in fulfilling its promises (Rahmah & Arafah, 2023). Strong credibility not only drives purchasing decisions but also fosters solid consumer loyalty.

One of the main foundations of building credibility is perceived quality. It refers to consumers' subjective assessment of a product's excellence, shaped by their experiences, available information, and expectations (Muzammil et al., 2021). When perceived quality is positive, consumers tend to view the brand as an expert in its field and as trustworthy. In addition, brand familiarity, or how well consumers feel they know a brand, also plays a crucial role. A familiar brand is often seen as safer and more reliable, which directly contributes to its credibility (Efendi et al., 2022).

In Indonesia, PT Astra Honda Motor (Honda) is an example of a brand that for decades has managed to build strong credibility through a perception of high quality and deep brand familiarity. However, this long-established dominance now faces a serious challenge. Sales data in big cities such as Surabaya show significant fluctuations, which coincide with the emergence of issues that damage public perception.

Based on the results of internal data processing, Honda motorcycle sales in Surabaya experienced significant fluctuations throughout 2023 and 2024. In the first quarter of 2023, sales peaked at approximately 11,500 units but dropped sharply to only 7,500 units in the fourth quarter of 2024. This decline of more than 4,000 units reflects the impact of a combination of issues related to eSAF frame defects and difficulties in obtaining spare parts, which have clearly affected consumer trust.

The most prominent issues are complaints about the eSAF (*enhanced Smart Architecture Frame*) frame which is reported to rust and break easily, as well as the scarcity of spare parts. These complaints spread quickly on various social media platforms such as Facebook and X, directly attacking the main pillars of the perception of quality and reliability that have been Honda's strengths so far.

This trust crisis becomes even more complex when viewed in the context of Generation Z (born between 1997 and 2012), who now represent the dominant consumer segment. As digital natives, Generation Z is known for being highly critical, valuing transparency, and actively expressing their opinions and experiences openly on social media (Djafarova & Bowes, 2021). When a product fails to meet their expectations, it can quickly damage a brand image that has been built over many years.

Although previous studies have examined the relationship between perceived quality, brand familiarity, and brand credibility, such as those by Salsabila et al. (2025), Marianti et al. (2023), and Maia Bairrada et al. (2021), there is still a research gap in this specific context. This concerns how those dynamics apply to a well-established brand like Honda, which is currently facing a quality issue in the eyes of the highly influential Generation Z demographic. Therefore,

this study aims to address that gap by analyzing the influence of perceived quality and brand familiarity on the brand credibility of Honda motorcycles among Generation Z in Surabaya.

LITERATURE REVIEW

Perceived Quality

Perceived quality refers to consumers' evaluation of the overall excellence or superiority of a product (Pandiangan et al., 2021). This assessment is subjective and originates from the consumer's perspective, rather than from the objective judgment of managers or experts. According to Muzammil et al. (2021), this perception is formed based on consumers' views of the quality level of a product or service as aligned with their expectations. High perceived quality provides added value for consumers, serves as a strong reason to make a purchase, and becomes a key differentiating factor from competing brands (Elizabet & Nurhadi, 2024).

Muzammil et al. (2021) state that perceived quality consists of four main indicators: product quality, product reputation, product characteristics, and product performance. Product quality refers to the ability of a product to function optimally. Product reputation refers to the general opinion formed based on individuals' knowledge and understanding of factual information about the product. Product characteristics describe distinctive features or advantages that set the product apart from competitors. Meanwhile, product performance indicates how well the product fulfills its primary function according to consumer expectations.

Brand Familiarity

Brand Familiarity is defined as the level of connection consumers have with a brand, which is formed through the experiences they experience, either directly or indirectly (Yuana et al., 2022). According to Arisman & Pauzy (2021), this familiarity reflects the extent to which consumers have had previous interactions with a brand. A high level of familiarity can foster satisfaction and enhance consumer trust, as they feel they have sufficient understanding to evaluate the brand (Khasbulloh & Suparna, 2022).

According to Efendi et al. (2022) brand familiarity has three main indicators, namely subjective knowledge that reflects the level of consumer confidence in understanding the brand based on the information obtained, objective knowledge in the form of factual information received through various sources, and experience-based knowledge formed through the direct use of products.

Brand Credibility

Brand credibility refers to consumers' perception of a brand's reliability, integrity, and ability to consistently fulfill the promises it communicates. According to Rahmah & Arafah (2023), brand credibility reflects the perception of a brand as a trustworthy and principled entity. Meanwhile, Keni & Callista (2021) emphasize that credibility largely depends on consumers' perception of the brand's willingness and ability to consistently deliver on its commitments.

According to Rahmah & Arafah (2023), brand credibility consists of three main indicators. The first is expertise, which represents the brand's competence in fulfilling its product claims. The second is trustworthiness, which reflects the degree of consumer confidence in the brand's commitment to keeping its promises. The third is attractiveness, which describes the extent to which the brand is seen as appealing and worthy of being chosen by consumers.

The Influence of Perceived Quality on Brand Credibility

Perceived quality plays a crucial role in shaping brand credibility. Although consumers' evaluations of product quality are subjective, they are essential in conveying value and influencing how consumers perceive a brand's reliability (Tarisca & Yuliana, 2024). When consumers consistently perceive a product's quality as positive, it fosters trust in the brand's ability to meet expectations and deliver on its promises. This positive and significant relationship is supported by a study conducted by Fauzan et al. (2023), which found that the higher the perceived quality, the greater the consumer's trust in the brand.

H1: Perceived quality has a positive and significant effect on brand credibility
Honda Motorcycle Brand Credibility in Generation Z in Surabaya City

The Influence of Brand Familiarity on Brand Credibility

Brand familiarity plays an important role in building credibility. Consumers are more likely to trust brands they know and understand well, as the information and experiences they possess provide a cognitive foundation for assessing the brand's reliability and commitment (Marianti et al., 2023). The more frequently consumers interact with a brand, whether through direct usage or exposure to information, the stronger the trust that is formed. A study by Maia Bairrada et al. (2021) supports this relationship by showing that brand familiarity has a positive effect on brand credibility, indicating that a high level of familiarity can strengthen consumer confidence.

H2: Brand familiarity has a positive and significant effect on brand credibility
Honda Motorcycle Brand Credibility in Generation Z in Surabaya City

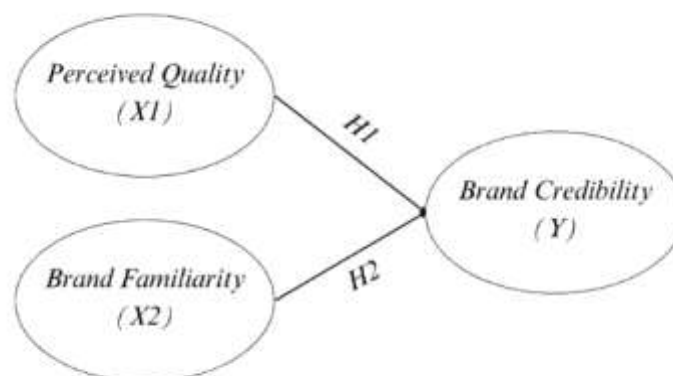


Figure 1. Conceptual Framework

METHODOLOGY

This study adopts a quantitative approach, targeting Generation Z (born between 1997 and 2012) in Surabaya who have used Honda motorcycles. The sampling technique employed is purposive sampling, involving 100 respondents who meet the criteria: aged 17 to 28 years, residing in Surabaya, and having used a Honda motorcycle for at least one year. Data were collected through an online questionnaire and analyzed using SEM-PLS with the SmartPLS 4 software.

RESEARCH RESULT

Measurement Model Test Results (Outer Model)

Convergent Validity

Table 1. Outer Loading

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
X1.1 <-(X1)	0,942	0,942	0,011	83,268	0,000
X1.2 <-(X1)	0,953	0,953	0,008	112,496	0,000
X1.3 <-(X1)	0,954	0,954	0,008	115,203	0,000
X1.4 <-(X1)	0,928	0,928	0,013	71,528	0,000
X2.1 <-(X2)	0,946	0,946	0,015	62,438	0,000
X2.2 <-(X2)	0,945	0,944	0,013	70,590	0,000
X2.3 <-(X2)	0,945	0,945	0,014	67,095	0,000
Y1.1 <-(Y)	0,940	0,940	0,016	60,150	0,000
Y1.2 <-(Y)	0,957	0,957	0,008	123,972	0,000
Y1.3 <-(Y)	0,950	0,950	0,012	76,463	0,000

Source: SmartPLS Output Data Processing, 2025

Based on the table, all outer loading in this study variable was declared valid and significant, because the *loading factor* was > 0.05 and the *t-statistic value* was > 1.96 .

Table 2. Average Variance Extracted (AVE)

	<i>Average Variance Extracted (AVE)</i>
(X1) Perceived quality	0,892
(X2) Brand familiarity	0,893
(Y) Brand credibility	0,901

Source: SmartPLS Output Data Processing, 2025

Based on the table above, the AVE value of each variable > 0.5 which indicates that all variables are said to meet the validity.

Discriminant ValidityTable 3. *Cross Loading*

	(X1)	(X2)	(Y)
X1.1	0,942	0,767	0,723
X1.2	0,953	0,769	0,700
X1.3	0,954	0,755	0,722
X1.4	0,928	0,749	0,708
X2.1	0,761	0,946	0,692
X2.2	0,788	0,945	0,698
X2.3	0,732	0,945	0,682
Y1.1	0,718	0,700	0,940
Y1.2	0,718	0,697	0,957
Y1.3	0,714	0,683	0,950

Source: SmartPLS Output Data Processing, 2025

Based on the cross loading table, it shows that the value of the loading factor is greater than the factor loading indicator, so it can be said to be valid.

Composite ReliabilityTable 4. *Composite Reliability*

	<i>Composite Reliability</i>
(X1) <i>Perceived quality</i>	0,971
(X2) <i>Brand familiarity</i>	0,962
(Y) <i>Brand credibility</i>	0,965

Source: SmartPLS Output Data Processing, 2025

Based on the table above, the composite reliability calculation shows a reliable construct value, because the value > 0.7. and all variables are considered reliable.

Structural Model Test Results (Inner Model)***R-Square***Table 5. *R-Square*

	<i>R-Square</i>	<i>Adjusted R-Square</i>
(Y) <i>Brand credibility</i>	0,614	0,606

Source: SmartPLS Output Data Processing, 2025

The R-Square value for the *Brand credibility variable* is 0.614. This means that 61.4% of variations in *brand credibility* can be explained by *perceived quality* and *brand familiarity*. The results of the hypothesis test are summarized in Table 6.

Table 6. *Path Coefficients (Mean, STDEV, T-Values, P-Values)*

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T-Statistics (O/STDEV)</i>	<i>P Values</i>
(X1)Perceived quality -> (Y)Brand credibility	0,475	0,482	0,151	3,145	0,002
(X2)Brand familiarity -> (Y)Brand credibility	0,349	0,342	0,161	2,168	0,030

Source: SmartPLS Output Data Processing, 2025

H1: *Perceived quality* has been proven to have a positive and significant effect on *the brand credibility* of Honda Motorcycles in Generation Z in the city of Surabaya. This is indicated by a *Path Coefficient* value of 0.475 (positive) with a *T-Statistic* value of 3.145 (exceeding 1.96). In addition, a *P-Value* of 0.002 (less than 0.05) confirms that the effect is significant. Therefore, this hypothesis **is accepted**.

H2: *Brand familiarity* has a positive and significant effect on *the brand credibility* of Honda Motorcycles in Generation Z in the city of Surabaya. The evidence is shown by a *Path Coefficient* value of 0.349 (positive) with a *T-Statistic* of 2.168 (less than 1.96). A *P-Value* of 0.030 (greater than 0.05) reinforces that the effect is significant. Thus, this hypothesis **is accepted**.

DISCUSSION

The Effect of Perceived quality on brand credibility

The results of this study show that perceived quality contributes to the development of brand credibility for Honda motorcycles among Generation Z in Surabaya. Positive perceived quality reflects consumers' evaluation of Honda as a brand that offers superior features, innovation, and product characteristics aligned with the riding needs of younger consumers. Product characteristics were the most dominant aspect, as shown by respondents' ability to easily recognize the uniqueness of Honda motorcycles compared to other brands. This indicates Honda's success in delivering consistent and recognizable product differentiation, particularly through continuous improvements in technology and design.

Overall, Generation Z consumers are highly interested in products that not only offer functional quality but also provide added value through innovations that support a modern lifestyle. Honda is perceived as a brand with a strong and efficient product image, equipped with advanced features that match the preferences of Generation Z, who are generally critical in evaluating products, including vehicle performance, through social media (Djafarova & Bowes, 2021). Positive perceptions of product quality help build consumer trust and belief in the Honda brand's reputation. This finding is supported by Salsabila et al. (2025), who stated that perceived quality plays an important role in creating

a positive view of brand credibility. It also aligns with Tarisca & Yuliana (2024), who concluded that perceived quality strengthens consumer brand credibility.

The Effect of Brand familiarity on Brand credibility

The results of this study show that brand familiarity contributes to building the brand credibility of Honda motorcycles among Generation Z in Surabaya. High brand familiarity reflects the level of consumer recognition and closeness to Honda as a long-standing brand embedded in the minds of motorcycle users. Subjective knowledge emerged as the most prominent aspect, as shown by respondents' ease in feeling familiar with Honda products through personal experience and general information. This indicates Honda's success in creating emotional closeness and consistent positive perception, especially through digital advertising exposure, social media, and daily consumer interactions.

In general, Generation Z consumers are highly interested in brands that are not only widely recognized but also inspire trust and confidence based on actual experience and established perceptions. Honda presents a strong and memorable brand image that aligns with Generation Z preferences, who tend to be highly responsive to digital information and authentic opinions (Fikri et al., 2024). Positive perceptions of brand familiarity help shape consumer belief and trust in Honda's reputation. These findings are supported by Marianti et al. (2023), who stated that brand familiarity plays a key role in forming a positive view of brand credibility. The results are also consistent with a study by Saputri et al. (2024), which concluded that brand familiarity contributes to strengthening consumer brand credibility.

CONCLUSIONS AND RECOMMENDATIONS

The results of this study show that brand familiarity contributes to building the brand credibility of Honda motorcycles among Generation Z in Surabaya. High brand familiarity reflects the level of consumer recognition and closeness to Honda as a long-standing brand embedded in the minds of motorcycle users. Subjective knowledge emerged as the most prominent aspect, as shown by respondents' ease in feeling familiar with Honda products through personal experience and general information. This indicates Honda's success in creating emotional closeness and consistent positive perception, especially through digital advertising exposure, social media, and daily consumer interactions.

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et al. (2024), which concluded that brand familiarity contributes to strengthening consumer brand credibility.

ADVANCED RESEARCH

This study is limited to the geographical scope of Generation Z in Surabaya and the use of only two independent variables, namely perceived quality and brand familiarity, which together explain 61.4% of the variance in brand credibility. Future research is encouraged to expand the study area and consider incorporating additional variables such as brand trust, brand experience, or electronic word of mouth (eWOM) to gain a more comprehensive understanding. Employing mixed methods could also be considered to explore consumer experiences in greater depth, especially regarding brand-related issues such as the eSAF frame case that once influenced public perception of Honda.

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