

The Effect Of Honda's Product Recall News Exposure And Brand Loyalty Towards Consumer Purchase Intention

Marsha De La Rosa S.K.Y, Nurist Surayya Ulfa

Marshadelar@gmail.com

Program Studi Ilmu Komunikasi

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro

Jl. Prof. Soedarto, SH, Tembalang, Semarang Kotak Pos 1269 Telepon (024) 746407

Faksimile (024) 746504 Laman: <https://fisip.undip.ac.id/> Email: fisip@undip.ac.id

ABSTRACT

Product recalls are essential preventive measures in the automotive industry to address defective products; however, inadequate management can significantly impact a brand's reputation and consumer trust. Extensive media coverage of recalls may intensify public concerns, making brand loyalty a critical determinant in sustaining consumer purchase intentions despite negative publicity. This study examines the impact of product recall news exposure and brand loyalty on consumer purchase intention using Classical Conditioning Theory, Cognitive Learning Theory, and Behavioral Learning Theory. The research tests three hypotheses: (H1) news exposure to product recalls affects purchase intention; (H2) brand loyalty influences purchase intention; and (H3) both factors jointly impact purchase intention. A quantitative approach was applied, surveying 100 Honda car owners aged 30 and above who were aware of the recall news. Results indicate that news exposure significantly reduces purchase intention ($p = 0.005$, $T = 2.859$), as negative information fosters doubt and caution. However, brand loyalty positively influences purchase intention ($p = 0.000$, $T = 6.457$), demonstrating that loyal customers maintain trust despite recall issues. Additionally, news exposure and brand loyalty together explain 45.5% of purchase intention variation ($R^2 = 0.455$), highlighting brand loyalty's stronger role in sustaining consumer confidence. These findings underscore the need for brands to reinforce loyalty through transparent communication, proactive crisis management, and consistent customer engagement. Strengthening these aspects can help minimize the negative effects of recall news on consumer purchase decisions. **Keywords:** Product Recall, Brand Loyalty, Purchase Intention, Consumer Trust, Crisis Management

ABSTRAK

Penarikan produk merupakan langkah pencegahan penting dalam industri otomotif untuk mengatasi produk cacat; namun, manajemen yang tidak memadai dapat berdampak signifikan pada reputasi merek dan kepercayaan konsumen. Liputan media yang luas mengenai penarikan produk dapat memperbesar kekhawatiran publik, menjadikan loyalitas merek sebagai faktor penentu utama dalam mempertahankan niat pembelian konsumen meskipun ada publisitas negatif. Penelitian ini mengkaji dampak paparan berita penarikan produk dan loyalitas merek terhadap niat pembelian konsumen dengan menggunakan Teori Pengkondisian Klasik, Teori Pembelajaran Kognitif, dan Teori Pembelajaran Perilaku. Penelitian ini menguji tiga hipotesis: (H1) paparan berita penarikan produk memengaruhi niat pembelian; (H2) loyalitas merek berpengaruh terhadap niat pembelian; dan (H3) kedua faktor tersebut secara bersama-sama memengaruhi niat pembelian. Pendekatan kuantitatif diterapkan dengan mensurvei 100 pemilik mobil Honda berusia 30 tahun ke atas yang mengetahui berita penarikan produk. Hasil penelitian menunjukkan bahwa paparan berita penarikan produk secara signifikan menurunkan niat pembelian ($p = 0.005$, $T = 2.859$), karena informasi negatif menimbulkan keraguan dan kehati-hatian. Namun, loyalitas merek secara positif memengaruhi

niat pembelian ($p = 0.000$, $T = 6.457$), menunjukkan bahwa pelanggan setia tetap mempercayai merek meskipun ada masalah penarikan produk. Selain itu, paparan berita dan loyalitas merek secara bersama-sama menjelaskan 45,5% variasi niat pembelian ($R^2 = 0.455$), menyoroti peran lebih kuat dari loyalitas merek dalam mempertahankan kepercayaan konsumen. Temuan ini menekankan perlunya merek memperkuat loyalitas melalui komunikasi yang transparan, manajemen krisis yang proaktif, dan keterlibatan pelanggan yang konsisten. Memperkuat aspek-aspek ini dapat membantu meminimalkan dampak negatif berita penarikan produk terhadap keputusan pembelian konsumen.

Kata kunci: *Penarikan Produk, Loyalitas Merek, Niat Pembelian, Kepercayaan Konsumen, Manajemen Krisis*

INTRODUCTION

Background

Product recalls are common and often unavoidable in the automotive industry. A product recall is a precautionary action implemented by manufacturers to retrieve defective or faulty items from consumers and implement necessary measures to address the identified issues (Bernon et al., 2018). While recalls aim to protect consumers, they can also impose substantial reputational costs if not managed properly. These recalls arise from various issues, such as defective products, incorrect labeling, or undeclared ingredients (Yakut & Bayraktaroglu, 2021).

Recalls are often associated with risks and can diminish perceptions of product quality (Frank et al., 2014). Timing and accountability significantly affect consumer attitudes toward a brand, as companies' product crisis strategies play a crucial role in shaping consumer trust and emotional connections. Product recalls may reduce the likelihood of product purchase, as dissatisfied customers may switch to

competing brands or abandon the product entirely. Notable cases of product recalls in the automotive sector include Honda, which faced over 2 million product recalls worldwide.

An item may be recalled after production due to problems including defective components, incorrect labeling, or mechanical faults (Pruitt & Peterson, 1986 in Chu et al., 2005). The timing of the recall and accountability of the company significantly influence consumers' perceptions. Responsible behavior enhances customer trust and emotional connection.

To mitigate the negative effects of product recalls, transparent and communicative approaches are essential. For multinational brands like Honda, media coverage of recalls is often swift and extensive, serving as a double-edged sword that significantly influences consumer perceptions. However, this extensive coverage also provides an opportunity for the brand to demonstrate transparency and honesty in their crisis communication,

which can reassure consumers and help maintain trust. News exposure plays an important role in shaping how consumers interpret a brand's response to safety concerns, further highlighting the importance of effective crisis communication (Sun & Li, 2024).

According to Jonathan Bernstein (2015), crisis communication is a strategic process by organizations to manage information and messages during critical or emergency situations that could damage their reputation or operations. The goal is to address problems quickly, reduce negative impacts, and maintain or restore public trust. Effective crisis communication involves identifying crises, planning responses, delivering accurate information, damage control, and learning from experiences.

Effective crisis communication can mitigate the impact of recalls by addressing several key aspects. First, recall timing is crucial; a quick response shows responsibility and concern for consumer safety, which can help reduce negative impacts. Second, accountability is vital; acknowledging errors and taking corrective actions help restore consumer trust. Transparency in communication creates the impression that the company is honest and reliable. Third, a strong product crisis strategy is essential; direct notifications to consumers, clear explanations of the issue,

and preventive measures can transform negative perceptions into positive ones by demonstrating the company's commitment to quality and safety.

In this study, Honda was chosen as the focus due to its significant presence in both the Indonesian and global automotive landscape. It remains a leading brand with a strong consumer base. As the third-largest car manufacturer in Indonesia, Honda holds a substantial market share of 11% based on sales as of November 2024 (Gaikindo, 2024).



Figure 1. Indonesia Top Selling Vehicle as of January 2024 (source: Gaikindo, 2024)



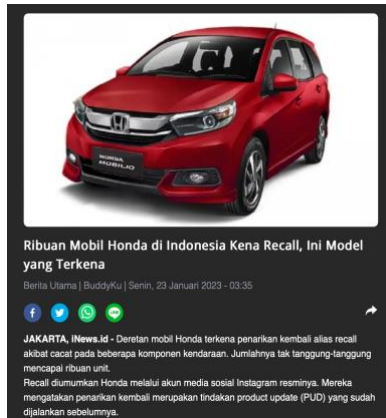


Figure 2. Honda's News Recall (source: Rahadiansyah, 2024)

Honda has experienced significant recalls in recent years, including a 2023 recall of over 2 million vehicles due to steering system issues. Models affected include the Civic, CR-V, HR-V, and Acura Integra. Honda received over 10,000 warranty claims related to this issue, affecting markets in North America, including the United States, Canada, and Mexico (Rahadiansyah, 2024). There are approximately 1.7 million vehicles in the United States, 240,000 in Canada, and 58,000 in Mexico covered by the recall. These widespread recalls underline the importance of thorough quality control and responsive crisis management strategies (Lee, 2024).

In Indonesia, Honda's recall efforts have primarily addressed fuel pump defects and brake booster problems. PT Honda Prospect Motor (HPM), the representative of Honda in Indonesia, emphasized their commitment to ensuring the highest safety standards by urging consumers to visit

authorized workshops for inspections and component replacement (Honda Indonesia, 2024). These efforts highlight Honda's proactive stance in safeguarding consumer safety and maintaining brand integrity amidst crises.

Product recalls directly influence consumer purchasing decisions and brand reputation. Coombs (2013) highlights the correlation between media exposure, reputation management, and purchase intention. Negative media coverage can damage brand image, while effective communication strategies can rebuild trust and loyalty. Addressing consumers' concerns sincerely could mitigate adverse effects and even enhance brand loyalty by showcasing accountability and care.

Brand loyalty reflects the relationship consumers have with the brand, characterized by consistent purchasing behavior and positive attitudes based on past experiences. Behavioral loyalty, as noted by Diallo et al. (2020), indicates a consumer's preference for repeatedly purchasing a specific brand. Evaluating brand loyalty involves analyzing consumer perceptions and their likelihood of recommending the brand to others. This research explores the interplay between media exposure, brand loyalty, and consumer purchase intentions in the context of Honda's product recalls.

Research Problem

A brand's reputation remains strong in an ideal market despite occasional problems, such as product recalls. In the case of Honda, loyal customers should continue purchasing its products even after being exposed to negative news. Ideally, product recalls would be perceived as a sign of corporate responsibility rather than a threat to the brand's image, ensuring stable purchase behavior.

The problem arises from the lack of understanding of how news exposure to product recalls interacts with existing consumer perceptions of Honda. This research investigates whether brand loyalty and purchase intention remain stable in such situations. Therefore, this study questions: does exposure to Honda's product recall news and brand loyalty influence consumers' purchase intention?

Research Objective

The purpose of this study is to examine the influence of (X1) news exposure of product recall and (X2) brand loyalty towards (Y) purchase intention.

State of the Art

This research builds upon existing literature examining the influence of brand loyalty, media exposure, and crisis management on consumer behavior.

Foroudi et al. (2018) investigated brand perception and its impact on brand loyalty and purchase intention. They found that brand awareness, perceived value, and

brand trust significantly shape consumer behavior. Similarly, Prasetyo & Purwanto (2022) explored the effects of price, brand image, and product quality on consumer loyalty and repurchase intentions, emphasizing the importance of trust and product quality in sustaining brand loyalty.

These studies suggest that despite negative news exposure, strong brand loyalty may buffer the impact on consumer purchase intentions. This research extends these findings to examine how Honda's recall news affects consumer trust, purchase decisions, and brand loyalty.

By examining these dynamics, this study aims to contribute valuable insights into consumer-brand relationships during crisis scenarios, highlighting the role of effective communication and crisis management strategies in sustaining brand loyalty and purchase intentions.

Hypothesis

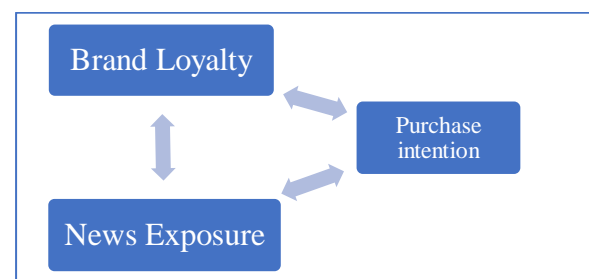


Figure 3. Hypothesis

Based on previous research findings, this study formulates the following hypotheses:

- **H1:** News exposure to product recalls has an influence on purchase intention.
- **H2:** Brand loyalty has an influence on purchase intention.
- **H3:** News exposure to product recalls and brand loyalty jointly influence purchase intention.

These hypotheses are grounded in the literature on consumer behavior, brand perception, and crisis management. Prior studies indicate that media exposure can alter consumer trust, while brand loyalty serves as a buffer in decision-making during crises. This research aims to validate these relationships within the context of Honda's recall news.

RESEARCH METHODOLOGY

This study employs an explanatory research approach to analyze the relationship between brand loyalty (X1), news exposure to product recalls (X2), and purchase intention (Y). The objective is to understand how these variables interact and influence consumer decision-making, particularly in the context of Honda's product recall cases. The research population consists of individuals over 30 years old who own a Honda car and have been exposed to news about Honda's product recalls. This demographic is chosen due to its financial stability and strong purchasing power, which aligns with Honda's target market. Data from BPS

(2024) suggests that individuals in the 30-55 age group have the highest disposable income, making them relevant for this study.

The study adopts a non-probability sampling method, specifically accidental sampling, to collect data efficiently despite the lack of an exact database of individuals meeting the criteria. A sample size of 100 respondents is used, following Roscoe's (1975) guideline that a questionnaire should have between 30 and 500 participants for statistical reliability. Primary data is gathered through an online self-administered questionnaire, ensuring accessibility and ease of participation for respondents. The questionnaire comprises structured questions designed to measure brand loyalty, news exposure, and purchase intention.

The data collection process includes three stages: editing, coding, and tabulation. Editing ensures completeness and accuracy of responses, coding assigns numerical values to categorize data, and tabulation organizes responses for analysis. Multiple linear regression analysis is used to examine the relationships between the independent variables (news exposure and brand loyalty) and the dependent variable (purchase intention). This method helps determine the strength and significance of each factor in influencing consumer behavior.

Despite its contributions, this research has limitations. The sample size, limited to 100 respondents from Semarang and Jakarta, may not fully represent the broader population. Additionally, the study focuses only on news exposure and brand loyalty, excluding other potential factors that might affect purchase intention. Lastly, the exclusive use of a quantitative approach may overlook deeper behavioral insights that a qualitative analysis could provide.

RESULTS AND DISCUSSION

Results

The results of this study provide a comprehensive analysis of the effects of Honda's product recall news exposure and brand loyalty on consumer purchase intention. The findings from the hypothesis testing using multiple linear regression analysis in SPSS 25.0 indicate the significance of both independent variables, confirming the proposed hypotheses.

Normality Test

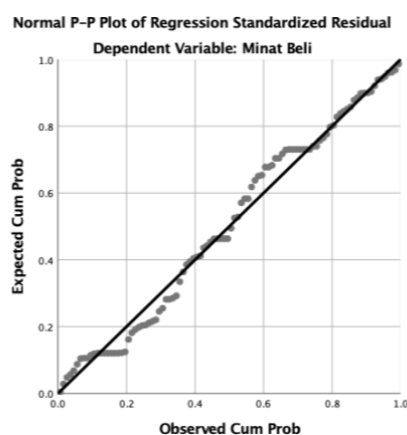


Figure 4. Graph Normality Test

The normality test ensures that the data follows a normal distribution, which is crucial for statistical validity. The Kolmogorov-Smirnov test revealed an Asymptotic Sig (2-tailed) value of 0.124, exceeding the threshold of 0.05. This indicates that the residuals of the regression model are normally distributed. Additionally, the probability plot (P-Plot) shows that data points align closely with the diagonal line, further confirming normality. These findings suggest that the assumption of normality in the regression model is met, allowing for reliable hypothesis testing and regression analysis.

Heteroscedasticity Test

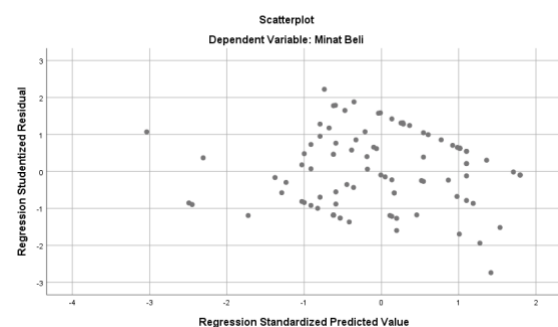


Figure 5. Graph Heteroscedasticity Test

The heteroscedasticity test evaluates whether residual variances remain consistent across observations. The scatter plot of standardized predicted values (ZPRED) against standardized residuals (SRESID) exhibits no distinct patterns, confirming homoscedasticity. The lack of clustering or funnel-shaped distribution in the scatter plot suggests that variance remains stable across all levels of the

independent variables. This further validates the reliability of the regression results by ensuring that heteroscedasticity does not influence the model.

Multicollinearity Test

Multicollinearity occurs when independent variables are highly correlated, potentially distorting regression results. The Variance Inflation Factor (VIF) values for News Exposure (X1) and Brand Loyalty (X2) are both 1.231, and their tolerance values exceed 0.1, indicating an absence of multicollinearity. These results confirm that both predictors independently contribute to the regression model without excessive correlation, reinforcing the validity of the analysis.

Hypothesis Testing

The T-Test assesses the individual impact of each independent variable on purchase intention. The significance value for news exposure (X1) is 0.005, below the 0.05 threshold, with a T-value of 2.859, surpassing the critical T-table value of 1.985. This confirms that news exposure has a significant positive influence on purchase intention (Y), validating Hypothesis H1. Similarly, brand loyalty (X2) shows a significance value of 0.000, with a T-value of 6.457, exceeding the T-table value. This indicates that brand loyalty significantly impacts purchase intention, leading to the acceptance of Hypothesis H2.

The F-test evaluates the joint effect of both independent variables on purchase intention. The ANOVA table shows an F-statistic value of 40.528, significantly exceeding the F-table threshold of 3.94, with a p-value of 0.000 ($p < 0.05$). These results confirm that news exposure and brand loyalty collectively influence consumer purchase intention, supporting Hypothesis H3.

Coefficient of Determination (R^2)

The model summary table indicates an R^2 value of 0.455, signifying that 44.5% of the variance in purchase intention (Y) is explained by news exposure and brand loyalty. The remaining 55.5% is influenced by external factors not covered in this study. This result underscores the moderate explanatory power of the model while highlighting the potential contribution of additional variables in future research.

Multiple Linear Regression Analysis

The regression equation derived from the analysis is as follows:

$$Y = 16,814 + 0,240X1 + 0,566X2 + e$$

- The constant value of 16.814 implies that if both independent variables remain unchanged, the baseline purchase intention remains at this level.
- The regression coefficient for news exposure (X1) is 0.240, indicating that an increase in news exposure by one unit raises purchase intention

by 0.240, assuming all other factors remain constant.

- The coefficient for brand loyalty (X2) is 0.566, suggesting that a one-unit increase in brand loyalty leads to a 0.566 increase in purchase intention.

Discussion

The findings of this study align with prior research that highlights the role of news exposure and brand loyalty in shaping consumer behavior. The results support the Classical Conditioning Theory, which posits that repeated exposure to stimuli influences consumer perception. In this context, negative news regarding Honda's product recall acts as a competing stimulus that may disrupt consumer trust. However, strong brand loyalty mitigates this effect, as loyal customers exhibit resilience against negative brand news.

Previous research by Zephira et al. (2021) demonstrated a significant relationship between news exposure to IndiHome network disruptions and continued consumer use of IndiHome services. Similarly, Arafah et al. (2023) found that product recall announcements significantly influenced consumer awareness and purchasing decisions, particularly in pharmaceutical products. These findings support Hypothesis H1 by affirming that news exposure influences purchase intention.

Brand loyalty has consistently been linked to positive consumer behavior. Schiffman and Wisenblit (2019) define brand loyalty as a preference for repeatedly purchasing from a specific brand. Kotler and Keller (2016) further describe consumer buying intention as the desire to purchase based on past experiences. A study by Hutabarat & Budiono (2022) found that brand loyalty significantly enhances purchase intention. Similarly, Naeem et al. (2020) identified a strong relationship between brand loyalty and purchase decisions in automotive consumers, reinforcing Hypothesis H2. These results indicate that consumers with higher brand loyalty maintain positive purchasing intentions even amid negative news.

Furthermore, the findings align with the study by Rahman et al. (2024), which examined brand personality and its impact on repurchase intentions. Their research confirmed that strong brand loyalty fosters consistent consumer behavior, even in adverse circumstances. This study's results further validate these findings, demonstrating that Honda's loyal customers exhibit a higher likelihood of maintaining purchase intention despite product recall news exposure.

The implications of these findings suggest that brands should actively manage their public relations strategies during

product recall crises to minimize negative perceptions. Transparency and proactive communication are essential to maintaining consumer trust. Moreover, companies should reinforce brand loyalty by cultivating long-term relationships with customers, enhancing satisfaction, and delivering consistent value.

Future research should explore additional factors influencing purchase intention, such as consumer trust, product quality perception, and corporate social responsibility initiatives. Expanding the study to different industries may provide broader insights into how recall news and brand loyalty interact in varied market contexts.

The results of this study confirm that both news exposure and brand loyalty significantly influence consumer purchase intention regarding Honda's product recall. While negative news can undermine purchase intention, strong brand loyalty offsets this effect, reinforcing consumer commitment to the brand. The study contributes to consumer behavior literature by validating Classical Conditioning Theory and providing empirical evidence supporting the interaction between media exposure and brand loyalty.

Overall, this research highlights the importance of strategic brand management in mitigating crises and maintaining consumer confidence. As brand loyalty

proves to be a stronger determinant of purchase intention than news exposure, businesses should prioritize loyalty programs and positive customer experiences to sustain long-term consumer relationships.

CONCLUSION

The study concludes that both news exposure and brand loyalty significantly influence purchase intention. News exposure affects consumer perception, as negative recall news creates skepticism, making buyers more cautious. The statistical results confirm that news exposure (X1) has a significant impact on purchase intention (Y) with a significance value of 0.005 and a T-value of 2.859. This indicates that product recall news can alter consumer trust, reducing their willingness to purchase. Meanwhile, brand loyalty (X2) plays a stronger role in shaping purchase intention, with a significance value of 0.000 and a T-value of 6.457. Loyal consumers, who have developed trust through repeated positive experiences, are more resilient to negative news and continue purchasing despite recall incidents. The combined influence of news exposure and brand loyalty explains 45.5% ($R^2 = 0.455$) of the variation in purchase intention, demonstrating that while negative news can diminish trust, brand loyalty mitigates this effect. This research highlights the crucial role of maintaining strong brand loyalty in

minimizing the adverse effects of negative news exposure. Companies should prioritize building long-term consumer relationships to sustain purchase behavior, even during crises. These findings contribute to marketing and consumer behavior studies by emphasizing how brand perception and trust interact in shaping purchase decisions.

SUGGESTION

Future research should examine how different media platforms shape consumer reactions to recall news, as varying formats and dissemination speeds may impact consumer perception differently. Additionally, studies should explore how recall responses vary across industries, considering whether product type or severity influences consumer trust and repurchase behavior. Understanding these variations can help businesses tailor their crisis communication strategies more effectively. Lastly, future research should identify other key factors affecting purchase intention beyond news exposure and brand loyalty, such as social influence, corporate reputation, and marketing strategies. A broader analysis will provide a more comprehensive understanding of consumer behavior in response to product recalls.

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