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The Influence of Perceived Risk and Perceived Enjoyment on Repurchase Decision in the Honda Service Application (Study on BromPit Users at AHASS Blimbing, Malang)

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ABSTRACT

The intense competition in the after-sales motor vehicle service industry encouraged companies to innovate through service digitalization. One of the innovations is the BromPit application developed by Honda to facilitate the vehicle service booking process. However, the successful adoption of this application is still influenced by several factors, including perceived risk and perceived enjoyment. This study is to examine the influence of perceived risk and perceived enjoyment on repurchase decision among BromPit application users at AHASS Blimbing, Malang City.This research employed a quantitative approach. The sample consisted of 55 respondents who were active users of the BromPit application, selected using purposive sampling. The data were processed using multiple linear regression analysis and hypothesis testing.The regression analysis showed that perceived risk and perceived enjoyment partially had a positive and significant effect on repurchase decision. Meanwhile, the regression result confirmed that both variables also had a positive and significant simultaneous effect on the repurchase decision.These findings concluded that the lower the perceived risk and the higher the level of enjoyment when using the BromPit application, the greater the tendency for users to make repeat purchases of services through the digital platform.

Keywords*: digital application; after-sales service*

How to Cite:

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INTRODUCTION

The rapid development of technology has significantly changed service delivery, with companies increasingly using digital platforms to enhance convenience and customer loyalty (Oktaviani et al., 2023). In after-sales services, digitalization improves service efficiency and helps build stronger customer relationships (Tegowati et al., 2023).

Honda introduced the BromPit application to simplify motorcycle service booking, track service status, and provide promotional information (Hasanah, 2020). In Malang City, AHASS Blimbing actively encourages the use of this application as part of its official after-sales service network (MPM Honda Jatim, 2023).

Despite its advantages, users may still experience concerns such as booking errors, data security, or service inconsistency. These concerns are referred to as perceived risk (Featherman, 2003 in Mangoting, 2020). In contrast, a positive user experience or perceived enjoyment can encourage continued use (Septamasurya et al., 2024).

Blimbing district, with its high number of motorcycle users, offers a relevant setting to study these factors. This research investigates the influence of perceived risk and perceived enjoyment on repurchase decisions among BromPit users at AHASS Blimbing in Malang.

METHODS OF RESEARCH

This study employed a quantitative correlational research design. According to Sugiyono (2023), correlational research aims to determine the degree of relationship between two or more variables through statistical analysis. The objective of this research is to examine the influence of two independent variables, namely perceived risk and perceived enjoyment, on the dependent variable, repurchase decision, in the use of the BromPit after-sales service application by users at AHASS Blimbing, Malang City.

The population in this study consisted of all BromPit application users who had booked motorcycle service appointments through the application at AHASS Blimbing. The sampling technique used was purposive sampling, with respondents selected based on the criteria of being active users of the BromPit application, residing in Malang City, and having made at least two times service transactions using the application. Based on these criteria, the researcher obtained a total of 55 respondents.

A Likert scale was used in this study to measure responses. The instrument for the perceived risk variable was adapted from Rosillo-Díaz et al. (2020), which includes six indicators: financial risk, product risk, convenience risk, psychological risk, social risk, and privacy risk. The perceived enjoyment variable was adapted from Pebrita (2022), consisting of three indicators: happiness, joy, and fun. The repurchase decision variable was measured using the instrument developed by Fauzi and Ali (2021), which includes four indicators: transactional interest, exploratory interest, referential interest, and preferential interest.

Each variable was measured using 9 items selected for their relevance to the research context. For perceived risk, the selected indicators were financial risk, product risk, and convenience risk, as these are considered the most influential in digital service use. Perceived enjoyment included happiness, joy, and fun to represent users' emotional experience. Repurchase decision used transactional interest, referential interest, and preferential interest, which best reflect user intention and loyalty. The selection focused on maintaining construct validity while ensuring efficiency. All instruments had Cronbach’s Alpha scores above 0.70, indicating high reliability.

The collected data were analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics version 26. Prior to regression testing, the data were subjected to validity and reliability tests, as well as classical assumption tests including normality, multicollinearity, and heteroscedasticity, to ensure the quality and suitability of the data.

Data collection was conducted offline, using printed questionnaires (paper-based) distributed directly to respondents at AHASS Blimbing. After data collection, the researcher processed and analyzed the data in stages to test the hypotheses that had been formulated.

RESULT AND DISCUSSION

Result

Based on the research findings, the respondents in this study were mostly in the productive age group of 22–30 years (53%), with a nearly equal gender distribution between males (51%) and females (49%). The majority held a senior high school or vocational school education background (51%) and resided in the Blimbing district (46%). Most had been using the BromPit application for over one year (42%) and had booked services two to three times (65%). The most frequently used service was general maintenance (35%), followed by motorcycle repair (31%). These results indicate that the respondents were generally active users with sufficient experience using the application.

1. Validity Test

According to Ghozali (2021), a validity test is used to determine whether a questionnaire is valid, meaning whether each item accurately measures what it is intended to measure. An item is considered valid if the Pearson correlation coefficient (r count) is greater than the critical value (r table) and the significance value (Sig.) is below the selected threshold.

Table 1. Validity Test Results

Variable	Item	r count	r table	Sig	Sig. Level	Information
Perceived Risk (X1)	X1.1	0,812	0,2241	0,000	< 0,05	Valid
	X1.2	0,766	0,2241	0,000	< 0,05	Valid
	X1.3	0,816	0,2241	0,000	< 0,05	Valid
	X1.4	0,832	0,2241	0,000	< 0,05	Valid
	X1.5	0,719	0,2241	0,000	< 0,05	Valid
	X1.6	0,801	0,2241	0,000	< 0,05	Valid
	X1.7	0,707	0,2241	0,000	< 0,05	Valid
	X1.8	0,811	0,2241	0,000	< 0,05	Valid
	X1.9	0,860	0,2241	0,000	< 0,05	Valid
Perceived Enjoyment (X2)	X2.1	0,536	0,2241	0,000	< 0,05	Valid
	X2.2	0,725	0,2241	0,000	< 0,05	Valid
	X2.3	0,679	0,2241	0,000	< 0,05	Valid
	X2.4	0,737	0,2241	0,000	< 0,05	Valid
	X2.5	0,530	0,2241	0,000	< 0,05	Valid
	X2.6	0,731	0,2241	0,000	< 0,05	Valid
	X2.7	0,503	0,2241	0,000	< 0,05	Valid
	X2.8	0,714	0,2241	0,000	< 0,05	Valid
	X2.9	0,678	0,2241	0,000	< 0,05	Valid
Repurchase Decision (Y)	Y.1	0,715	0,2241	0,000	< 0,05	Valid
	Y.2	0,797	0,2241	0,000	< 0,05	Valid

Variable	Item	r count	r table	Sig	Sig. Level	Information
	Y.3	0,807	0,2241	0,000	< 0,05	Valid
	Y.4	0,685	0,2241	0,000	< 0,05	Valid
	Y.5	0,808	0,2241	0,000	< 0,05	Valid
	Y.6	0,642	0,2241	0,000	< 0,05	Valid
	Y.7	0,667	0,2241	0,000	< 0,05	Valid
	Y.8	0,795	0,2241	0,000	< 0,05	Valid
	Y.9	0,866	0,2241	0,000	< 0,05	Valid

Source: Processed Data (2025)

Based on Table 1, all items for the three variables, which are perceived risk (X1), perceived enjoyment (X2), and repurchase decision (Y), show r count values greater than the r table value of 0.2241 and significance levels below 0.05. This indicates that all questionnaire items used in this research are valid and appropriate for further analysis.

2. Reliability Test

Ghozali (2021) explains that reliability refers to the extent to which a questionnaire instrument can consistently serve as an indicator for a particular variable or construct. An instrument is considered reliable if it produces consistent and stable responses over time. SPSS software provides the Cronbach's Alpha coefficient to measure the internal consistency of a set of items.

A variable is categorized as reliable if the Cronbach's Alpha (α) value exceeds 0.70, as stated by Ghozali (2021). Based on this criterion, the results of the reliability test in this study are shown in the following table.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Standard	Information
Perceived Risk (X1)	0,926	0,70	Reliable
Perceived Enjoyment (X2)	0,821	0,70	Reliable
Repurchase Decision (Y)	0,906	0,70	Reliable

Source: Data Processed (2025)

Based on Table 2, the reliability test was conducted on three variables: perceived risk (X1), perceived enjoyment (X2), and repurchase decision (Y). The results indicate that all Cronbach's Alpha values exceed the standard threshold of 0.70. Specifically, perceived risk (X1) has a Cronbach's Alpha value of 0.926, perceived enjoyment (X2) has a value of 0.821, and repurchase decision (Y) has the highest value at 0.906. These results confirm that all items used to measure these variables are reliable and can be used as consistent instruments in this research.

3. Normality Test

Ghozali (2021) states that the normality test is conducted to examine whether the data in a regression model, both independent and dependent variables, are normally distributed. This test is important to ensure that the residual values in the regression model are normally distributed. The results of the normality test in this study are presented in Figure 1.

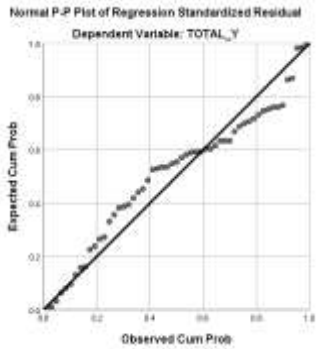

Figure 1. Normality PP Plot
Source: Data Processed (2025)

Based on Figure 1, it is shown that the data points are scattered around and follow the direction of the diagonal line. This indicates that the residuals are normally distributed. Therefore, it can be concluded that the data in this study meet the assumption of normality.

4. Heteroscedasticity Test

According to Ghozali (2021), the heteroscedasticity test aims to examine the variance inequality between one observation and another within a regression model. The results of the heteroscedasticity test in this study are presented in Figure 2.

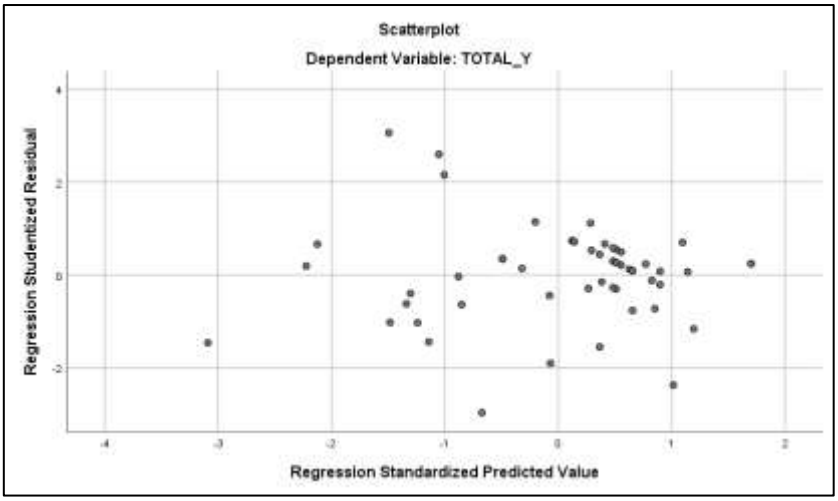

Figure 2. Scatterplot Result
Source: Data Processed (2025)

Based on Figure 2, the scatterplot graph shows that the data points are randomly scattered and do not form a specific pattern. The points are spread above and below the Y-axis at approximately the coordinates (0, +2) and (0, -4). It can be concluded that there is no indication of heteroscedasticity in the regression model. Thus, it can be stated that the data in this study are free from heteroscedasticity issues.

5. Multicollinearity Test

According to Ghozali (2021), the multicollinearity test is conducted to examine whether there is a correlation among the independent variables in a regression model. It is known that the VIF values of the variables perceived risk and perceived enjoyment have tolerance values > 0.10 and VIF values < 10, specifically 0.817 > 0.10 and 1.224 < 10. It can be concluded that the independent variables in this study are free from multicollinearity (assumption fulfilled).

6. Regresi Linear

According to Ghozali (2021), multiple linear regression analysis is a method used to examine the relationship between one dependent variable and two or more independent variables. In this study, multiple linear regression analysis is used to test the effect of perceived risk and perceived enjoyment on repurchase decision. The results of the multiple linear regression analysis in this study are shown in Table 3.

Table 3. Coefficients

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	-2,735	4,770
	Perceived Risk (X1)	0,309	0,078
	Perceived Enjoyment (X2)	0,733	0,134

Source: Data Processed (2025)

Based on the table, the multiple regression equation can be formulated as follows:

$$\mathbf{Y = a + b_1X_1 + b_2X_2 + e}$$

$$\mathbf{Y = -2,735 + 0,309X_1 + 0,733X_2 + e}$$

Based on the regression coefficients of variable X_1 (perceived risk) and variable X_2 (perceived enjoyment), the independent variable with the greater contribution is X_2 (perceived enjoyment), which has the highest coefficient value of 0.733. This indicates that perceived enjoyment contributes more significantly to the repurchase decision than perceived risk. It can be concluded that both independent variables, perceived risk and perceived enjoyment, have a positive and significant influence on repurchase decisions.

7. Coefficient of Determination

According to Ghozali (2021), the coefficient of determination is used to measure the overall ability of the independent variables to explain the dependent variable. If the coefficient of determination value of the independent variables is high, it means the model has a better ability to explain the behavior of the dependent variable.

Table 4. Model Summary

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,775	0,600	0,585	3,559

Source: Data Processed (2025)

Based on table 4, the coefficient of determination analysis shows that the adjusted R Square obtained is 0.585, which means that the contribution of perceived risk and perceived enjoyment to the repurchase decision variable is 58.5%. Meanwhile, the remaining 41.5% is influenced by other variables not examined in this study, such as price, promotion, product quality, and discounts.

8. Partial Test

According to Ghozali (2021), a hypothesis is a temporary answer to the research problem formulation, where the formulation is stated as a question. It is called temporary because the answers provided are only based on relevant theories and have not yet been supported by empirical facts obtained through data collection.

The t-table value is determined based on the significance level of 0.05. The t-table value is obtained by calculating the degrees of freedom using the formula:

df = (n – k – 1), where n is the number of samples and k is the number of independent variables.

The total number of samples (n) = 55 and the number of independent variables (k) = 2, so:

df = 55 – 2 – 1 = 52, resulting in a t-table value of 1.674.

Based on the results of the partial hypothesis test, the findings are as follows:

H1= The perceived risk variable (X1) has a partial effect on the dependent variable (Y).
Based on the values in the table for t count and significance, it is shown that the t count is 3.939 > t table 1.674 and the significance value is 0.000 < 0.05. Therefore, H0 is rejected and H1 is accepted. It can be concluded that the perceived risk variable (X1) has a positive and significant partial effect on the repurchase decision (Y).

H2= The perceived enjoyment variable (X2) has a partial effect on the dependent variable (Y).
Based on the values in the table for t count and significance, it is shown that the t count is 5.463 > t table 1.674 and the significance value is 0.000 < 0.05. Therefore, H0 is rejected and H2 is accepted. It can be concluded that the perceived enjoyment variable (X2) has a positive and significant partial effect on the repurchase decision (Y).

9. Simultaneous Test

According to Ghozali (2021), a simultaneous hypothesis test or model feasibility test is used to determine whether all independent variables included in the regression model jointly have a significant effect on the dependent variable.

The F table value can be determined using the formula df1 = (k – 1) and df2 = (n – k), where k is the number of variables and n is the number of samples. In this study, there are 3 variables (2 independent and 1 dependent), and the total sample size is 55. Thus, df1 = 2 and df2 = 55 – 2 = 53. With a significance level of α = 0.05, the F table value for df1 = 2 and df2 = 53 is 3.17.

Table 5. Simultaneous Test

Fcount	Ftable	Significant	Significance Level	Information
39,035	3,17	0,000	0,05	Accepted

Source: Data Processed (2025)

Based on Table 5, it can be seen that the F count value is 39.035, which is greater than the F table

value of 3.17, and the significance value is 0.000 < 0.05. Therefore, H0 is rejected and H3 is accepted. This indicates that perceived risk and perceived enjoyment simultaneously have a positive and significant effect on repurchase decisions.

Discussion

The Effect of Perceived Risk on Repurchase Decision

This study shows that perceived risk has a positive and significant effect on repurchase decision. BromPit, as the case study, demonstrates how transparency of costs, quality assurance of partnered workshops, and ease of application use contribute to reducing users' perceived risk. Descriptive analysis of the perceived risk variable reveals that the indicator stating "the fees listed in the application are very clear and there are no hidden fees" has the highest mean score of 4.09. This indicates that most users perceive the application as financially transparent and safe.

These findings are in line with research by Yuniarti et al. (2022) and Rosillo-Díaz et al. (2020), which found that minimizing perceived risks such as fraud or poor service quality plays a crucial role in encouraging repurchase behavior. Similarly, Inoni (2023) argues that a customer's evaluation of service safety and reliability is central to forming repurchase intentions. Moreover, Fauzi and Ali (2021) highlight that reducing risk in digital services directly contributes to building trust, which in turn fosters repeated use.

Therefore, the lower the level of perceived risk toward the BromPit application, the more likely users are to reuse the service in the future, reinforcing customer loyalty.

The Effect of Perceived Enjoyment on Repurchase Decision

The study also finds that perceived enjoyment has a positive and significant effect on repurchase decision. Descriptive results show that the highest mean score for this variable is 4.29 for the indicator “feeling satisfied when using the application.” This reflects that users experience enjoyment and satisfaction while using BromPit, which in turn increases their intention to use the application repeatedly.

This is supported by statistical findings, where the t-count of 5.463 exceeds the t-table value of 2.006, with a significance value of 0.000 < 0.05. It confirms that perceived enjoyment significantly influences repurchase intention.

The enjoyable experience is created by user-friendly interface design, intuitive features, and added benefits such as discounts, loyalty points, and real-time notifications. These features enhance emotional connection, as supported by Almaudina et al. (2023) and Pambudi et al. (2023), who state that perceived enjoyment is a key driver of digital service continuance. Mulia and Adlina (2023) further emphasize that interactive platform design plays an essential role in shaping positive user experience.

Thus, the more enjoyment users derive from using the BromPit application, the stronger their inclination to repurchase and remain loyal.

The Effect of Perceived Risk and Perceived Enjoyment on Repurchase Decision

The simultaneous hypothesis test (F-test) indicates that perceived risk and perceived enjoyment together have a positive and significant effect on repurchase decision. This is evidenced by an F-count value of 39.035, which is greater than the F-table value of 3.17, and a significance level of 0.000 < 0.05. This means the hypothesis is accepted.

Furthermore, the adjusted R^2 value of 0.585 indicates that 58.5% of the variation in repurchase decisions is explained by the perceived risk and perceived enjoyment variables. Among them, perceived

enjoyment has the stronger influence, as indicated by a higher regression coefficient.

These findings align with studies by Putri & Sagita (2021) and Astrini et al. (2022), who emphasize that psychological comfort and satisfaction during service use are essential in influencing customer retention. In the BromPit context, the combination of safety (e.g., transparent pricing, certified workshops) and enjoyment (e.g., intuitive features and user comfort) forms the basis of user loyalty.

In line with Inoni (2023) and Sari & Padmantyo (2020), repurchase decisions are shaped by evaluations of past experiences, perceived safety, and emotional satisfaction. As Fauzi and Ali (2021) suggest, trust and satisfaction are critical mediators linking perceived value with repurchase intention.

Therefore, it can be concluded that both perceived risk and perceived enjoyment play a key role in influencing the repurchase decision of BromPit users. Marketing strategies should focus on enhancing service reliability while also enriching the emotional experience to maintain long-term customer loyalty.

CONCLUSION

Based on the quantitative analysis conducted among BromPit users at AHASS Blimbing, this study concludes that both perceived risk and perceived enjoyment have a positive and significant influence on users' repurchase decisions. When users perceive lower levels of risk related to financial aspects, service quality, and personal comfort, their confidence increases, which leads to a higher likelihood of continued use of the application.

Similarly, perceived enjoyment also plays a key role in encouraging repurchase. When users feel satisfied, comfortable, and interested while using the application, features such as intuitive navigation, a user-friendly interface, and engaging content contribute to a more pleasant experience that supports repeated use. Taken together, these two factors demonstrate that managing user perceptions and providing enjoyable service experiences are essential for building customer loyalty and promoting consistent use of digital after-sales services like BromPit.

SUGGESTION

Based on the research findings, it is recommended that BromPit managers improve user security and service transparency to reduce perceived risk. Enhancing user enjoyment through interactive features and a user-friendly interface can also support loyalty. Customer retention strategies such as reminders, personalized offers, and feedback collection are encouraged to strengthen repurchase behavior. Future research should consider additional variables, such as satisfaction or brand trust, to enrich the analysis. Expanding the study area and sample size is also suggested for broader generalization.

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