

The Influence of Product Quality and Brand Image on Loyalty Through Consumer Satisfaction on Honda Automatic Motorcycles in Palembang City

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Abstract

Research showed determine the effect while product high quality and brand image by good customer loyalty through satisfy with Honda brand automatic motorcycles Palembang City. Condition this research have associative type. The variables used are product quality, good brand image, consumer satisfaction and consumer loyalty. A sample of 100 people was select to accidental sample. Data in reseach used is primary data and make a questionare data wich collectif method. Data when analysis technique is method modeling structural equation (SEM) with the Lisrel Program Application. The results in this research of indicate this study are: Product have quality and showed image brand have a value of positif and effect significant to customer satisfaction. Product quality and brand image have a positif and effect of significant on costumer loyalty. Satisfaction has customer no effect significant to customers make the loyalties. Meanwhile, consumer satisfaction strengthens the influence by high product make the quality have brand image costumer loyalty.

Keywords:

Influence; Product Quality; Brand Image; Loyalty.

1. INTRODUCTION

Marketing important concepts are very more important to understand and know for a good company. While in essence, because after a company feels that it has produced a product, of course the company needs good market so that this it has may sold. Anytime new stage production there are several other companies designed their own market concepts. Five marketing concepts, namely: mass production, sales, make marketing social, and marketing global are the main points in the marketing concept (Ardianti, 2016). Each of these concepts, if realized properly, certainly achieve its goals. While the main objective of this concept is to increase the income companies comes from the number of consumers who choose its products. Whatever efforts are made by the company, the company will be able to create a product according to market tastes that can meet the needs of the community (Bailey, 2022). Not only is it prioritized on the product, but it would be better if the product made still has good appeal according to public tastes so that it is impossible to complete with good products when other companies make it. One marketing of the studies is to look at customer behavior where one of the things that must be considered is consumer loyalty and satisfaction. It has a strong influence on the company's work activities and is widely considered by companies because it is related to competition (Broen, 2018). Companies that are able to balance and maintain consumer loyalty will achieve long-term success.

The concept of loyalty is the tendency to take repeat purchases of a product or take service expected by consumers (Trihandayani, 2022). Customer of loyalty is based on the attitude and behavior of a person who responds well to repeat purchases of the same company or brand (Daryanto, 2018). Loyal consumers can bring several benefits to the company such as reducing marketing costs to attract new consumers, increasing company profitability and customer when there are loyalty (Charlesto, 2016) while according to Oliveir (Humadi, 2021) states that loyalty consumer is a high commitment consumers to stay long and deep to re-subscribe or make repeat purchases of other selected consistently products or services for a long period of time in the future, although the many influences of each situation and take marketing efforts made have the

potential to cause many change behavior. The main factors influence consumers to return to buy are high consumer satisfaction, product quality, brand image, perceived value, trust, customer rationality, cost and reliability (Gaffar, 2020). Consumer satisfaction is always something that must be considered by every company, especially in the pharmaceutical sector, in carrying out every business activity. Currently, many micro-pharmaceutical business actors are increasingly aware of the importance of customer while feel satisfaction and are trying to develop various strategies to provide satisfaction to their consumers (Ghozali, 2015).

Consumer satisfaction may be is the overall good attitude shown by consumers towards goods or services after they obtain and use them (Gunardi, 2019). If the quality is far below expectations, they will experience emotional dissatisfaction. Meanwhile, according to Brown (Gunarto, 2018), consumer satisfaction is a conditional where they have needs, many desires, and their hope of consumers for a product and service are in accordance with or fulfilled by the many appearances to the special product and service. Product quality is determining level factors of consumer satisfaction after purchasing and using a product (Husain, 2015).

The product planning produced must be in accordance with consumer needs, in addition, the products produced must reflect good quality. Product quality is the most important thing that consumers consider before making a purchase, therefore business actors must pay many attentions to have quality of the products to be sold by maintaining the taste, materials used, manufacturing processes that meet CPOB standards and others. Product quality is something can be closed to the market into good satisfy a desire or need, when physical including product, other services, experiences at every where, events, people in many other places, one places, inovation properties, skill organizations, full information, and ideas (Kotler, 2018). Quality product is anything can be to get attention offered to the market, be bought, used, or consumed and that can satisfy desires or needs (Widodo, 2024). A brand is a brand name, full term, new sign or symbol, design, color, movement, or combination of other attributes that are expected to provide identity and differentiation from competing products. For buyers, brands are useful for creating quality and drawing attention to new products that may be useful to them (Trihandayani, 2023).

State of The Art

- a. Research similar also has never been conducted regarding understanding, especially the application to the Influence to special product and new image brand loyalty through satisfaction customer.
- b. This is study new about the influence to best high-quality products and brand to new image on loyalty through High Consumer Satisfaction. Previous this research has most raised marketing other issues.
- c. Product Influence is very complect to study, previous this research only to examined several influences.

2. RESEARCH METHOD

Hypothesis research is associative research. Using the Structural Modeling Equation (SEM) data analysis test tool the lisrel method program application. The population are consumers who purchase Honda motorcycles in Palembang City whose number cannot be measured with determinants (infinite), because the time and place and diversity of these consumers cannot be estimated with determinants. If the size of the population in the study is not known in detail, then the calculation of the sample size can be done using the following formula (Nugroho, 2019):

$$n = \frac{z^2 pq}{e^2}$$

n the samples required

z = value of the curve savings 10 with a 1.96

p = true probability 50% = 0.5

q = true opportunity 50 = 0.5

e = level in i mpel sa t% a ta u 0.1

With following calculations:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 \times (0,5) \times (0,5)}{0,1^2}$$

$$n = \frac{3,8426 \times 0,25}{0,01}$$

$$n = \frac{0,96}{0,01}$$

$$n \text{ 96.03 to 100}$$

Based on the calculations made, the results were taken as a sample of 100 respondents. This method cident technique (accidentally you meet him face to face), with the criteria that the consumer is interested in I went through the process of purchasing a Honda motorbike in Palembang City, the minimum is 100 %. The

data source is primary data, with a collection technique in the form of distributed questionnaires in the form of G-Form to Honda motorcycle users in Palembang City. The questionnaires distributed used closed statements, which is given to respondents directly using a Likert scale model which is used to measure attitudes of agreement and disagreement towards an object with a scale level in the form of numbers 1 (strongly disagree) to 5 (strongly agree).

Table 1. Operationalization of Variables

Variable Study	Operational Definition	Indicator
Consumer loyalty (Y)	People who buy it in a series of tourist labels and repeatedly, they choose it continuously and repeat it according to it a place to fulfill his desire by having Suitable products can be used to support Honda Motorcycle Matic Brand Honda products.	1. Repeat Purchase 2. Retention 3. Referrals
Consumer satisfaction (Z)	Competitors after the customer this product performance This is a product that is popular in area, it is Honda Motorcycle matic productic.	1. Recommend his attitude to other people 2. Service Quality 3. Price
Product Quality (X1)	The product can meet the needs and desires of consumers, both in terms of its potential to exceed the that desire uregarding Motorcycle Products Matic brand Honda.	1. Durability 2. Aesthetics i 3.Opportunities
Image Brand (X2)	Identity wich the formcharacteristic is differentiator in Honda's Motorcycle matic product is have image product to identify from competitors.	1.Staylish 2. Go all unit 3.Impression of product

Source: Author Science on year 2024

The SEM model equation structural will number involves a there is mathematical symbols. This can be seen the lisrel software for example software that it used in this study research. The research model that will be used in this study circle structure model and to analysis the proposed hypothesis, the Structural Equation Modeling (SEM) analysis technique is used which is operated through the Lisrel 8.8 program. Hypothesis testing is carried out by looking at the CR value and p value. The hypothesis is said to have an effect if the resulting CR value is > 1.96 . while for the p value, it is said to have an effect if the resulting p value is ≤ 0.05 . If the CR value < 1.96 then H_0 is accepted. If the CR value > 1.96 then H_0 is rejected (Ghozali, 2018).

3. RESULTS AND DISCUSSION

This study was conducted on consumers of Honda Automatic Motorcycles in Palembang City. Each research finding is given the results of distributing questionnaires to 100 respondents, of which 63 were women (63%), while 37 were men (37%). The characteristics of the respondents' ages are 18-30 years as much as 36%, 31-40 years as much as 49%, 41-50 years as much as 11%, and over 50 years as much as 4%. Each finding that all loading factors where other variables have values greater than the error value. This shows that there is a CFA (Confirmatory Factor Analysis) test. The results of each instrument construct when the validity test is carried out are each greater than 0.05 and overall, the Average Variance Extract (AVE) value can be greater than 0.50. These indicate that all indicators have passed the validity test, because they have met other requirements, namely the loading factor value ≥ 0.05 the instrument is declared valid and can be used as a valid measuring instrument in analysis further.

While the calculation the CR value > 0.70 concluded that all constructs in the full model loading factor for the variables of consumer loyalty, consumer satisfaction, product quality and brand image in this study acceptable reliable. Furthermore, will be carried out a structural model test, which namely a significant influence test.

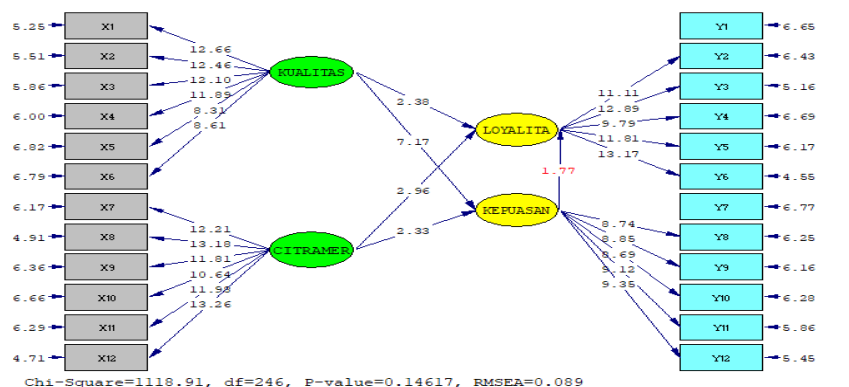


Figure 1. Path Coefficient and Hypothesis Analysis (T-Values)

Table 2. Hypothesis Test Results

No.	Variables	T Value Values	Cr Value	Information
1	Product Quality – Consumer Satisfaction	7.17	> 1.96	Significance
2	Product Brand – Consumer Satisfaction	2.33	> 1.96	Significance
3	Product Quality – Consumer Satisfaction	2.38	> 1.96	Significance
4	Product Brand – Consumer Loyalty	2.96	> 1.96	Significance
5	Consumer Satisfaction – Loyalty	1.77	< 1.96	Not Significant

Source: Primary Data Processing Results 2024

Product quality while positif and effect significant on consumer satisfaction on Honda Brand Automatic Motorcycles in Palembang City. The analysis results by application Lisrel method application T-Value $7.17 > 1.96$ so it showed concluded to product quality has a positive result and significant effect on consumer satisfaction. The interim results of analysis are in accordance while the theory according to Kotler (2016) that states wicched product quality is the factors number one that influences consumer satisfaction. This study conducted with research is in line by Lestari (2017) and Oktadiani (2020) which states that positive product quality has a significant effect on satisfaction customer, while research conducted by Sumarni (2021) different results quality product does not have an effect significant on consumer satisfaction.

Image the Influence of Brand on satisfaction from customer of Honda Brand Automatic Motorcycles in Palembang City. Based on the results of the test, brand image has a positive and significant effect on consumer satisfaction on Honda Brand Automatic Motorcycles in Palembang City. The analysis results using the lisrel method showed by application that T-Values $2.33 > 1.96$, so it can show that brand image has a positive result very significant of effect on consumer satisfaction. The results of this study are in accordance with the best theory to according to Kotler (2018) which states that brand image is one of the factors that influences consumer satisfaction. This result is showed with research conducted by Widodo (2024) and Suseno's research which shows a positive and significant that Brand Image has a effect on consumer satisfaction, while research conducted by Suseno (2019), Gunardi (2019), Oktadiani (2020) showed different results, namely that brand image does not have a significant effect on consumer satisfaction. The Influence of Product Quality on Consumer Loyalty Honda Brand Automatic Motorcycles in Palembang City

Product of quality has a positive and significant effect on consumer loyalty to Honda Brand Automatic Motorcycles in Palembang City. The test results using the Lisrel application showed T-Values of $2.38 > 1.96$ concluded so it can be that product quality effect a positive and significant consumer loyalty. The results of this study are in accordance with the theory according to Haisain (2019) which states that product quality is one of the factors that influences consumer loyalty. This study is in line with research conducted by Gunarto (2018), showing that Product Quality affects consumer loyalty, while research conducted by Widodo (2024) showed different results that product quality does not have a significant effect on consumer loyalty.

Based on the analysis from the results, the direct effect of good product in quality so consumer loyalty that is 0.41, while the indirect effect of the product quality variable on consumer loyalty with consumer satisfaction as an intervening variable is 1.1. This means that consumer satisfaction strengthens the effect of product quality on consumer loyalty. In this case, the product quality variable needs to be supported by the intervening variable of consumer satisfaction, with the support of the consumer satisfaction variable actually strengthening the effect of product quality on consumer loyalty. The Influence of Brand Image on Consumer Loyalty on Honda Automatic Motorcycles in Palembang City

Analysis mehod results, brand image has a positive and significant effect on consumer loyalty to Honda Automatic Motorcycles in Palembang City. The test results using the Lisrel application showed T-Values $2.96 > 1.96$ means concluded that brand image has a positive and significant effect on consumer loyalty. The results accordance of this study is therein the theory according to Haisain (2019) which states that brand

image is one of the factors that influences consumer loyalty. Research conducted by Lestari (2017) Gunarto (2018) which shows that brand image influences consumer loyalty, while research conducted by Oktadiani (2020) shows that image brand does not influence consumer loyalty.

The analysis results, means the direct of influence of the brand image variable consumer loyalty 0.22, while the indirect influence of the brand image variable on consumer loyalty with consumer satisfaction as an intervening variable is 0.20. Consumer satisfaction weakens the influence of brand image on consumer loyalty. Brand image variable does not need to be supported by the intervening variable of consumer satisfaction, with the support of the consumer satisfaction variable does not strengt then the influence has good of brand image on consumer loyalty.

Table 3. Recapitulation of Direct and Indirect Influences

No	Variables	Intervening Variables	Direct Influence	Indirect Influence	Total Influence
1	Product Quality – Consumer Satisfaction	-	0.83	-	0.83
2	Brand Image – Consumer Satisfaction	-	0.15	-	0.15
3	Product Quality – Consumer Loyalty	-	0.41	-	0.41
4	Image Brand – Consumer Loyalty	-	0.22	-	0.22
5	Consumer Satisfaction – Consumer Loyalty	-	0.32	-	0.32
6	Product Quality – Consumer Satisfaction – Consumer Loyalty	Customer Satisfaction	0.83	0.27	1.1
7	Brand Image – Consumer Satisfaction – Consumer Loyalty	Customer Satisfaction	0.15	0.05	0.20

Source. Research Data Processing Results, 2024

The effort influences direct, indirect influence and influence while are described as follows:

- Product quality variables on consumer, based on the table above, shows 0.83, meaning product increased quality, it will increase consumer satisfaction or vice versa. Based on the test results, the influence product quality on consumer satisfaction is proven to be significant.
- Shows 0.15, brand image, it will increase consumer or vice versa. est results, Test influence of brand image on consumer satisfaction is significant to be proven.
- Influence when product quality variables on consumer loyalty, based above the table, shows 0.41, meaning product quality increases, it will increase consumer loyalty or vice versa. Based on the test, effort the influence for quality consumer loyalty is significant proven.
- Influence direct of brand image variables consumer loyalty, shows 0.22, meaning that if the brand image increases, it will increase consumer loyalty or vice versa. Based on the test results, the influence of brand image on consumer loyalty is proven to be significant.
- Direct consumer satisfaction variables consumer loyalty, above shows 0.32, consumer satisfaction can be increased, it will increase consumer loyalty or vice. Based on the test results, the influence consumer satisfaction consumer loyalty is proven to be insignificant.
- Effect directof product quality consumer 0.41 while the indirect effect product quality variables consumer satisfaction as an intervening variable is 0.27. Consumer satisfaction has an effect on product quality on consumer loyalty.
- Direct for influence of brand image customer loyalty is 0.15 influence brand image variables consumer loyalty customer satisfy as a variable intervening is 0.20. from consumer satisfy influences brand image on consumer loyalty.

4. CONCLUSION

The descriptions have been other each many, the other following conclusions from the results draws of this study, namely: Quality in many products has a significant and positive and effect influence feel consumer Satisfaction. Brand Image has a positive relationship and significant influence on Consumer Satisfaction. Product Quality has significant and a positive influence on consumer when loyalty. Brand Image has a positive and significant influence on Consumer Loyalty. Consumer Satisfaction means positive but not significant influence on Consumer Loyalty. While feel consumer satisfaction from strengthens the influence of Product Quality on Consumer Loyalty, while consumer feel satisfaction actually weakens the influence of Brand Image on Consumer Loyalty.

Company should pay attention to the quality of its products, especially related to the durability of Honda brand automatic motorcycle products that are not stubborn and do not last long for decades, in addition to the appearance and usability of Honda brand automatic motorcycles so that they can be used on

long trips. The company needs attention to pay improving the quality of its products in order motorcycle products so that of this product can increase customer to loyalty to repurchase Honda brand automatic motorcycle and can recommend them to others considering that the quality of this product affects customer loyalty.

To pay the brand attention to image that is owned, especially related to the number of people who use Honda brand automatic motorbikes so that it can be known to what extent the image of the Honda brand automatic motorbike is known by the wider community, in addition the company must also pay attention to consumers who come by being given attractive service that customer so that feel cared for when they come to the dealer and have a good impression when they come directly to the dealer or by seeing Honda brand automatic motorbike advertisements so that this brand image can give a good impression in the minds of consumers and make consumers loyal to Honda brand automatic motorbike products considering that this brand image affects consumer loyalty, for that the company must pay attention and be able to improve the brand image. To pay attention to consumer satisfaction, especially related to technicians at each dealer must be experienced so that consumers feel satisfied when making repairs, in addition the price needs to be considered so that it is affordable for consumers so that consumers can recommend it to others. Increasing consumer satisfaction can have an influence on consumers, so it is choose expected to increase consumer loyalty.

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