
IS IT TRUE THAT PRODUCT QUALITY, AND BRAND IMAGE, CAN EFFECT LOYALTY THROUGH USER SATISFACTION FOR MATIC HONDA BEAT MOTORCYCLES IN BANDUNG?

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Abstract

Currently the development of transportation is very rapid, the need for transportation equipment is also increasing. Seeing the condition of the producers and distributors in the field of transport competing meet the demands or needs of the consumer. For that the author wants to do further research on transportation. As this study aims to find out how to beat honda user feedback about the quality of products, brand image for the brand, and is it true ! (Z) of product quality and brand image can affect loyalty as users honda beat through their satisfaction. The method used is descriptive method. The population of this study are Honda Beats users. This research uses random sampling technique. Collecting data using questionnaire and observation. The analytical tool used is the regression of two models or 2 model structures. Model 1 to examine the effect of variables X1 and X2 directly influence the variable Y, while the structure of model 2 to test the variables X1 and X2 on the Y variable through variable I satisfaction (Z). The results of the study indicate that it is true that the product quality and brand image variables have an effect on loyalty. But if the influence of variables X1 and X2 on the Y variable, the results of the study show that the satisfaction variable (Z) is able to strengthen the product quality variable on loyalty. While the brand image variable, satisfaction is not able to strengthen the X2 variable on loyalty. It is because users do not feel proud because the brand image (X2) does not have the power pull and do not reflect the prestige that is much higher. For the manufacturer Honda Beat is recommended to improve and increase the quality, from in terms of design, performance, effectiveness of gasoline, price and an exclusive product.

Keywords : Product Quality, Brand Image, Loyalty, Satisfaction

Introduction

One of the means of transportation that is in great demand by consumers is motorcycles, motorcycle manufacturers continue to innovate, change and add features and technology to their products. The need for mobility has an impact on the increasing demand for various types of motorcycles which has resulted in more competition in the business world in the transportation sector. This can be seen with the variety of brands and types of motorcycles in Indonesia. In Indonesia itself there are various kinds of motorcycle brands, such as Yamaha, Honda, Kawasaki, Suzuki. Currently, motorbikes are the people's favorite means of transportation because they are considered the most effective and efficient. The need for the motor also varies according to the wishes and needs of consumers themselves. As a result, consumers become selective in choosing the motor to be purchased. So to meet these different needs, manufacturers create motorbikes with various types or types.

Starting from motorbikes with the type of sport motorbike, touring motorbike, duck motorbike and automatic scooter type. The development of motorcycles in Indonesia is currently experiencing a large increase. All groups of people from the lower to the upper class can use motorbike transportation modes for

various purposes, whether business, family, personal or other purposes. Automotive companies offer a variety of products with innovations in design, color choices, and shapes that are tailored to which market segmentation they are targeting. There are several competing motorcycle brands in Indonesia, including Yamaha, Honda, Suzuki, Kawasaki, VIAR, and others. The motorcycle market like this causes intense competition among business market competitors in the transportation sector. Motorcycles are a development of conventional bicycles that were first discovered. Until now, the types of motorcycles that are widely known to the public include automatic, sport, and naked.

In line with the increasing demand for motorcycles, on the other hand, motorcycle sales in 2020 experienced a drastic decline. This was revealed by the Indonesian Motorcycle Industry Association (AISI), only 3,660,616 units sold in the domestic market. It fell quite far from the previous year which reached 6,487,460 units. This of course also has an impact on sales of Honda Beat motorcycles which only reached 1.855 million units, down 62.3 percent compared to the same period last year which reached 4.921 million units.



Image: Honda Beat.



Image: Honda motorcycle.

Undeniably, this happened due to the COVID-19 pandemic that hit the country since last year. But the motorcycle brand brand Honda Beat is still a good contribution to earnings AHM. Honda Beat remains a favorite automatic motorcycle enthusiasts in Indonesia with sales of 150,000 units of the All New Honda Beat per month, or as much as 1.8 million by the end of 2020. Thomas Wijaya, Marketing Director of PT Astra Honda Motor (AHM), said, with a sales target of 1.8 million units of the Beat will contribute as much as 30 percent of all sales of Honda's scooter. And the sales target of Beat will reach 2000 units.

This triggered Honda always update our products, so as to attract consumers. Especially Honda Beat has a good quality product for the All New Honda Beat in the year 2020 not only has a more attractive

design, but also is equipped with advanced technology, the Enhanced Smart Power (ESP). This technology is claimed to be able to make fuel consumption so economical and efficient.

It is hoped that consumers will be more comfortable using it. Efforts need a breakthrough product in the expected able to create a brand image that fan tantis, so Honda Beat motorcycle users more satisfied and loyal to the product used.



Image: Honda Beat

The description above encourages the author to conduct research with the title "**Is it true that product quality, brand image is able to influence loyalty through satisfaction with Honda Beat users in Bandung**". The purpose of this study was to find out how to beat honda user feedback on the quality of the product and the brand image Honda Beat, as well as the true product quality and brand image can affect loyalty through customer satisfaction Honda Beat. While the problem to be solved in this study, how are the responses of respondents about product quality and Honda Beat brand image and product quality and brand image being able to influence loyalty through satisfaction?

Literature Review

Understanding Product Quality

In a business that is run by every company or individual, whether in the form of goods or services, must have quality in order to build a good image of business people in the eyes of consumers. The following is the definition of product quality based on experts: According to Kotler and Armstrong (2008): product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. Meanwhile, according to Sofjan Assauri (2010) product quality is a statement of the level of ability of a particular brand or product in carrying out the expected function. Based on the opinions of experts, it can be concluded that product quality is the advantage that a product has in order to attract consumers to buy the product. Product quality can also be said to be a characteristic of a product that makes it different from other products, and the product can function properly.

Product quality factors

A product can be said to be of high quality if it fulfills various pre-determined conditions as determined by the company. According to Sofjan Assauri (2010) factors of the quality of products is as follows:

1. The function of a product, is for what the products are used or intended.
2. External form, the outside form issue contained in a product is not most effective visible from the shape however also the shade and packaging.
3. The cost of the product concerned, is the cost to obtain an item, for example the price.

Product Quality Indicator

According to Sopiah and Etta M Amang Sangadji (2013) quality of products consists of several indicators :

1. Performance, is an element of product quality that is directly related to how a product can perform its function to meet consumer needs.
2. Reliability, is the durability of the product during consumption.
3. Features, are secondary product functions that are added to a product.
4. Consistent, showing how far a product can meet certain standards or specifications

5. Power resistant, shows a measurement to a cycle of a product, either technical or time
6. Design, is an aspects of emotional in influencing satisfaction of the consumer so that the design of the packaging divulging the product affects the perception of the quality of the products it.

Brand

In a product brand is very important to support marketing. Because the brand or brand is one of the strategies of product marketing. Judging from consumer desires, which are increasingly difficult to predict, companies continue to do resets in order to get what consumers want. The name of the brand or brand is usually made so easy that consumers remember the product. By determining the name of a brand, the company can also find out the target market for the products being sold. Here is the definition of a brand or brand according to several experts:

According to Marketing American Association, the brand is a name, term, sign, symbol, design or a combination of these things are intended to identify the goods of a person or group of sellers and to differentiate it from competitors products (Kotler & Keller (2008).

According to Kotler on Fandy Tjiptono (2005) is no misunderstanding construct six to be considered as the brand:

1. An identification tool for companies to facilitate the process of handling or tracking products.
2. The shape of the patronage of the body of law against a feature or aspect of a product that is unique.
3. Notice regarding the quality of goods for customers who are satisfied. So that they can buy it in other times and still subscribe to the products mentioned.
4. As a differentiating tool to create an item that is unique and different from its competitors
5. Source of competitive advantage, especially through legal protection, customer legality, and a unique image that is formed in the minds of consumers.
6. Sources of financial return, especially for prospects digits long.

Understanding Brand Image

For a company brand image can determine the quality of the products they produce. So brand image is very important in the business world. According to Aaker and Biel (1993) brand image is a consumer's assessment of the brand in a market. The creation can be created in a market. The creation of the image can be through personal satisfaction or hearing from other people or news sources obtained through the media.

According to Keller (2004) brand image is the perception of consumers towards the brand image of the product will be used or consumed by the consumer. So that the brand image has 6 beneficial factors (Keller in Tjiptono (2005), namely:

1. Means of identification
2. Form of protection
3. Signal quality level
4. Means of creating associations
5. Source of competitive advantage
6. Source of financial return

Dimensions of Brand Image

According to Bambang Sukma Wijaya (2011), he concludes that the main dimensions that influence and shape the image of a brand are 1.) Brand identity, 2.)Brand personality, 3.)Brand association, 4.) Brand attitude & behavior, 5). Brand benefits & competence.

Consumer Satisfaction

According to Ferrina Dewi (2008) in the three component model of attitudes formed in the attitude of customer satisfaction which consists of components: cognitive, affective and conative. Furthermore, Fandy Tjiptono (2014) the word "satisfaction" comes from the Latin "satis" (meaning quite a lot, adequate) and "facio" (doing or making) in simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate. On the other hand Danang Sunyoto (2015), explains that consumers satisfaction is one of the reasons which consumers decide to shop somewhere.

According to Sangadji and Opiah (2013) explains that satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the real or actual product performance and the expected product performance.

Factor-factors that affect consumer satisfaction

To achieve a consumer satisfaction with the products sold, it is necessary to pay attention to several driving factors. Found several variables to achieve customer satisfaction including ,

1. Service Quality
2. Price
3. Brand Imahe
4. Cunsumer Loyalty

Consumer Loyalty

Consumer behavior that is expected to continue to exist for the company is loyalty. Priansa (2017) defines consumer loyalty as a long-term customer commitment, which is implemented in the form of loyal behavior and attitudes towards the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers. To evaluate loyalty can be done through several dimensions of doing regularly, recommending to other consumers, buying product lines on the brand, and being immune to competitor products (Griffin, 2003).

Framework

After reviewing the theories that have been collected, this sub-chapter will explain the concept of this research framework. The paradigm of research is the concept of basic and groove of thinking that underlies and connects variable-variable research. Paraphrase of the theory are presented by Sofjan Assauri (2010), a product that is quality consists of four elements: a.) The function of a product, b.) Being outside, c.) The cost of the product concerned. While the brand image of a product also contributed to the loyalty of consumers through consumers satisfaction. Brand image is measured through the following dimensions: 1.)Brand identity, 2.) Brand personality, 3.) Brand associations, 4.)Brand attitude & behavior, 5.) Brand benefits & competence. According to Bambang Sukma Wijaya (2011) consumers satisfaction can be measured through indicators: a.) Product quality, b.) Quality of service or services, c.) Emotions, d.) Price and e.) Cost. As for evaluating the loyalty characterized by consumerism commitment, in the long term continuous purchases of the product (Tjiptono, 2014). Referring to the description above, the research paradigm can be described as follows:

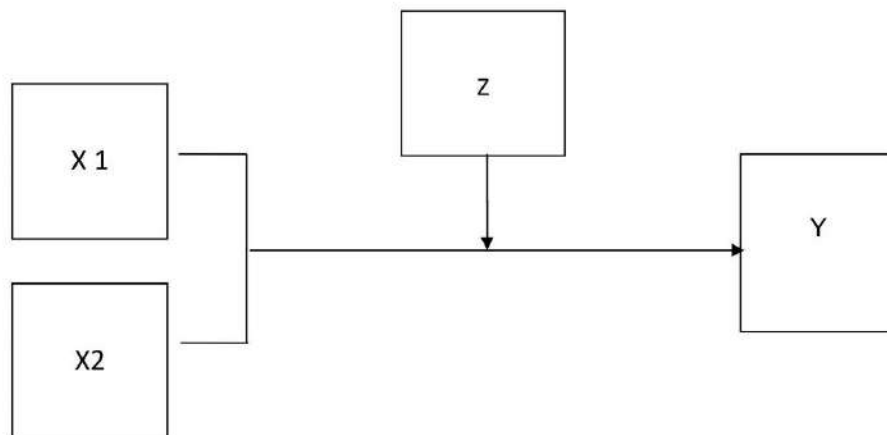


Image: Thought Framework

Hypothesis

H0 = Not true that product quality and brand image affect the loyalty of Honda Beat automatic motorcycle users in Bandung.

H1 = Product quality and brand image have a positive and significant effect on the loyalty of Honda Beat automatic motorcycle users in Bandung.

H2 = Product quality and brand image have a positive and significant effect on the loyalty of Honda Beat automatic motorcycle users in Bandung.

Method / Research Methodology

This type of research is quantitative research. Quantitative research focuses its attention on symptoms that have certain characteristics in human life, which are called variables. The foundation of thinking in the quantitative approach is the philosophy of positivism, with descriptive and analytical research methods used. The population of this research is the users of the Honda Beat brand automatic motorcycle, the number of which cannot be calculated with certainty. Therefore, the researchers used a sample of 96 and rounded up to 100 respondents. This amount is obtained by the formula proposed by Rao Purba (1996) as follows:

$$n = \frac{z^2}{4moe^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 96,04$$

Information:

n : Number of Samples

z : z value with 95% confidence level then z value = 1,96

moe : Margin of Error or maximum error is 10%

The data used in this study using primary data and secondary data. Primary data were collected by means of interviews, questionnaires and observation. The sampling technique used is accidental sampling. The quantitative data analysis used includes validity test, reliability test, and classical assumption test.

Structured Multiple Regression Analysis

Multiple linear regression analysis can be used to find out how the influence of the independent variables X1 and X2 on the Y variable with the formula:

$$Y = a + b^1 X^1 + b^2 X^2 + c \quad (\text{Structure I})$$

As for explaining Variabel X to variable Y through a variable Z as follows:

$$Y = a + b^1 X^1 + b^2 X^2 + b3 X^1 X^2 Z + e \quad (\text{Structure II})$$

Information:

Y = Consumer Loyalty

X1 = Product Quality

X2 = Brand Image

Z = Consumer Satisfaction (as a moderating variable)

b1, b2, b3 = Coefficient of each variable

e = Confounding factor

Results and Discussions

Regression analysis technique is carried out using two (2) models, this is to explain how much influence or contribution of Product Quality (X1), Brand Image (X2) variables on loyalty variable (Y) through variable 1 satisfaction (Z) as a moderating variable , which can be seen in the table below (table 1 and table 2).

For the analysis model I obtained a seal as follows:

Table 1.
Product Quality, Brand Image on Loyalty

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.465	.563		.826	.411
	Product quality	.712	.108	.550	6.578	.000
	Brand Image	.105	.101	.087	1.041	.301

Dependent Variable: Loyalty

The results in table 1 above, it can be explained that the Product Quality Variable (X1) really has an effect or has a contribution to loyalty (Y) of 0.712. This is because the indicators of the quality of Honda Beat products meet the needs and desires of consumers so that consumers will become loyal. The indicators of the quality of the Honda Beat product in question are the functions of the Honda Beat motorbike that are in accordance with the conditions and expectations of consumers, the physical condition of the Honda Beat motorbike has an attractive, tough, strong physical condition and is in accordance with consumer expectations, and also the price of the Honda Beat automatic motorbike product that is appropriate. with the quality of the products offered. As for the X2 variable, namely the brand image also has a true influence / contribution to the Y variable (loyalty) of 0.102. This is because the Honda brand image is easily recognized and understood by consumers, the characteristics or features of the Honda Beat product are easily recognized by consumers, the products offered by Honda are easily understood by consumers, consumers are accustomed to using Honda Beat so they do not find it difficult to use it, and also consumers feel the benefits of the superiority of Honda Beat products. Of the two independent variables, it can be explained that the most contributing to loyalty is product quality. Because the quality of the product greatly determines consumer decisions in deciding loyalty to the products used. Consumers prefer product quality that is good and in accordance with consumer expectations rather than just looking at the brand image, such as where consumers prefer products that have functions that meet consumer needs, products that have good physical conditions and are in accordance with consumer expectations and appropriate product prices. with the quality of the products offered.

For model II analysis, the following results are obtained:

This test was conducted to determine the effect of product quality (X1) and Brand Image (X2) on the consumer loyalty variable (Y), which involved the satisfaction variable (Z) as a moderating variable. The results of this test can be seen in table 2 below:

Table 2.
Product Quality, Brand Image on Loyalty through Satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.334	.933		3.572	.001
	Product quality	.008	.214	.006	.039	.969
	Brand Image	-.350	.155	-.289	-2.261	.026
	Consumer Satisfaction (Z)	.026	.007	.767	3.734	.000

Dependent Variable : Loyalty

Table 2 above, explains that it is true that product quality (X1) can strengthen the influence on loyalty (Y) through the satisfaction variable (Z) positively and significantly at 0.008. While the brand image (X2) cannot or is not able to strengthen the influence on loyalty (Y) if through the satisfaction variable (Z), this is because consumers use Honda Beat not because they are proud of the Honda brand, Honda Beat appearance, price, and so on but consumers use Honda Beat because the quality of Honda Beat products has been tested or does not disappoint consumers.

Conclusion and suggestion

Conclusion.

Based on the analysis and discussion about whether product quality, and brand image, can affect loyalty through the satisfaction of Honda Beat automatic motorcycle users in Bandung, then from the analysis and discussion the following conclusions can be drawn:

1. Product quality on Honda Beat is proven to have a significant effect on user loyalty. It that means the quality of the bike Honda Beat which consists of aesthetic products and quality are defined already give loyalty to the user in Bandung.
2. Brand image on Honda Beat is proven to have a significant effect on user loyalty. It that means the characteristics and traits bike Honda Beat easily recognizable and easily understood by users in Bandung.
3. Product quality and brand image have a significant effect on user loyalty. It is seen by the response of the users because of the quality of the product and the image of the brand Honda Beat well.
4. Product quality can provide loyalty through user satisfaction, while brand image can provide loyalty but not through user satisfaction.

Suggestion.

Based on the results of the research, discussion and conclusions obtained, the suggestions that can be given are as follows.

1. In efforts to improve the quality of products, Honda must provide innovative new without reducing or eliminating features that already exist.
2. Companies should maintain a brand image strategy so that users remain loyal and satisfied. Maintaining the image of the brand can be started by giving the values of positive for the customer, as well as maintaining the image of the company with the good.
3. In an effort o increase satisfaction and maintain user loyalty, honda must maintain and improve the quality of maintenance and repair services.
4. To research further in order to develop the research is in order to determine the impact more because the study is limited to the satisfaction of users and loyalty of users through the image of the brand and quality of the product, not until at solving the problem of how the impact on consumers who are not loyal.

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