

## Brand Image, Customer Satisfaction, And Brand Trust On Honda Motorcycle Customer Loyalty

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### ABSTRACT

Research is being conducted with the participation of students from the Faculty of Economics and Business at Muhammadiyah University Surakarta. The purpose of this research is to explore the link between the consumer loyalty behavior of Honda motorcycle customers and factors such as the perception of the brand, the level of customer satisfaction, and the level of trust in the brand. A study that was conducted not too long ago focused on students from the Faculty of Economics and Business at the University of Muhammadiyah Surakarta who owned two or more Honda motorbikes. It is possible to claim that the methodology used in this investigation is the quantitative approach. The research sample and demographic sample for this study are comprised of undergraduate students from the Faculty of Economics and Business at Muhammadiyah University of Surakarta who are in possession of several Honda motorcycles. The poll comprised a total of one hundred participants as a result of a well-planned screening procedure. The results of the research are based on the truthful evaluations that the respondents gave of the items that were included in the questionnaire. An application of multiple linear regression analysis was carried out on the data that was obtained by using SPSS version 23. The outcomes of the research indicate that the reputation of Honda motorbikes has a significant and detrimental effect on the company's ability to retain customers. On the other hand, positive and substantial effects are associated with customer satisfaction, and positive but moderate effects are associated with confidence in the brand.

Keywords: Brand Image, Brand Trust, Customer Loyalty, Customer Satisfaction



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### INTRODUCTION

The tight business competition today, companies must implement a good strategy to build brand loyalty to product results. This marketing strategy has such an important role including brand image, customer satisfaction, brand trust and customer loyalty. Product results that meet customer expectations provide benefits that can create customer loyalty. To create customer loyalty by building and maintaining a good brand image, customer satisfaction and brand trust in the product.

Various motorcycle brands of new products have sprung up following the needs of market competition. New products have a strategy to attract customers with attractive packaging design and appearance. It is not uncommon for some manufacturers to create new products through innovation of other products by imitating and slightly modifying. Business competition conditions are increasing between similar products, so that companies compete with each other for consumers.

Honda brand motorcycle products are motorcycle vehicles that get a pretty good place in the eyes of consumers. Honda brand motorbikes have advantages including relatively cheap prices, easy to find stores, and a long-standing brand image on the market. Consumers have a sense of satisfaction with Honda brand motorbikes with good engines and good service. Honda brand trust is well embedded in consumers, so they don't hesitate to buy. In addition, many students ride Honda brand motorbikes because of engine quality, price, and tend to be economical. According to Muslim (2023) Honda's 2018 motorcycle sales data is in first place with sales gains of 74.6%, the following sales acquisition data is Honda by 74.6%, Yamaha by 22.8%, Suzuki by 1.4%, and Kawasaki by 1.2%.

According to Dam's (2019) study, the image of a brand has a significant impact, both positively and significantly, on the loyalty of consumers. In addition, the study conducted by Astasari (2021) discovered that the impression of a brand has a beneficial impact on the loyalty of consumers. Regardless, past research has not shown any unfavorable or negligible outcomes with relation to the brand image variable, even if it has an effect on consumer loyalty.

According to the findings of a number of studies, there is a favorable correlation between customer satisfaction and loyalty. There have been a number of studies that have shown a positive and substantial impact on customer loyalty. Some of these studies are Ha Thu et al. (2018), Raouf et al. (2019), Afriapollo (2021), Gunawan et al. (2021), Hari et al. (2021), Sao et al. (2021), and Sudirman et al. (2021). This discovery is consistent with the findings that have been discovered in previous investigations. However, there have been other studies that have produced conclusions that are in conflict with one another. To provide just one example, Darwin et al. (2019) found that the level of satisfaction experienced by customers had very little impact on their loyalty. On top of that, previous studies have shown that satisfied consumers are more likely to remain loyal to a brand. As to Ahmed et al.'s study (2022), the researchers have determined that the impact does not meet the criteria for statistical significance.

Several studies have been conducted to investigate the ways in which factors associated with customer confidence in a brand influence their loyalty to that brand. Based on previous study conducted by Negasari et al. in 2020, it has been shown that customer loyalty is favorably and significantly influenced by trust in the company. Chuan et al. used the reference in their research that was conducted in 2022. Based on research findings, it has been shown that the existence of brand trust has a positive and substantial impact on consumer loyalty. The elements that were considered in this research were customer satisfaction, faith in the brand, and the image of the brand. These components were made available by earlier investigations. There is a positive and substantial relationship between brand image, consumer confidence in the brand, and the degree of customer satisfaction (Nurul et al., 2019; Rudzewiez et al., 2021). This relationship is a crucial factor in customer loyalty.

Building on the findings of past studies and data pertaining to motorcycle sales, the authors are interested in researching the following information: "Customer Brand Identification, Customer Satisfaction, and Brand Trust in Honda Motorcycle Customer Loyalty Behavior (Case Study of Feb Ums Students Riding Honda Motorcycles).

## **METHODS**

This research makes use of a quantitative methodology. For the purpose of this inquiry, the primary source of data is the distribution of questionnaires. In their comments, the respondent was honest and straight forward. The population of the research included of individuals who were enrolled as FEB students at Muhammadiyah University of Surakarta and who rode bikes manufactured by Honda. In accordance with Malhorta's premise, which suggests that the sample size ought to be four or five times the number of questions included in the questionnaire (Nababan and Jubaedi, 2019), An estimate of the sample size for the research was made. A total of one hundred replacement

participants were chosen from among the teaching and administrative staff members working in the Finance and Business department at Muhammadiyah University of Surakarta. Every single one of them has a Honda motorbike. Participants in this research were chosen from within the pool of prospective replacement respondents (also known as the pool of respondents). There were a total of twenty questions, and each question had five different options to choose from. For example, if you wish to choose a sample of individuals who are members of the Faculty of Economics and Business at Muhammadiyah University of Surakarta and who own two or more Honda motorbikes, you may utilize the method of Purposive Sampling. There is a limit of one survey that may be completed by each respondent. Throughout the entirety of this inquiry, the SPSS 23 program is used to carry out tests pertaining to data quality, classical assumption verification, t-test, and f-test. In order to conduct the analysis of the data for this research, multiple linear regression was used.

## RESULTS AND DISCUSSION

Analysis of the feasibility of instruments in this study using validity analysis and reliability analysis.

**Table 1. Validity Test**

Variabel	Reason	r count	r table	Caption
Brand Image	X1.1	0,747	0,196	Vaiid
	X1.2	0,760	0,196	Vaiid
Customer Satisfaction	X1.3	0,798	0,196	Vaiid
	X1.4	0,739	0,196	Vaiid
	X1.5	0,686	0,196	Vaiid
Brand Trust	X2.1	0,710	0,196	Vaiid
	X2.2	0,744	0,196	Vaiid
	X2.3	0,728	0,196	Vaiid
	X2.4	0,736	0,196	Vaiid
	X2.5	0,692	0,196	Vaiid
Customer Loyalty	X3.1	0,787	0,196	Vaiid
	X3.2	0,769	0,196	Vaiid
	X3.3	0,803	0,196	Vaiid
	X3.4	0,820	0,196	Vaiid
	X3.5	0,620	0,196	Vaiid
Customer Loyalty	Y1.1	0,793	0,196	Vaiid
	Y1.2	0,695	0,196	Vaiid
	Y1.3	0,840	0,196	Vaiid
	Y1.4	0,842	0,196	Vaiid
	Y1.5	0,604	0,196	Vaiid

Based on Table 1 of the validity test results, the Brand Image, Consumer Loyalty, Brand Trust, and Client Devotion factors have a value of  $r_{count} > r_{table}$  so that the variable is declared significant.

**Table 2 Reliability Test**

Variabel	Cronbach's Alpha	Standar	Reliabel	Caption
Brand Image	0,794	0,60	Reliabel	
Customer Satisfaction	0,769	0,60	Reliabel	
Brand Trust	0,815	0,60	Reliabel	
Customer Loyalty	0,802	0,60	Reliabel	

Based on table 2 of the Reliability Test Results, the Brand Image, Consumer Loyalty, Brand Trust, and Customer Loyalty factors have a Cronbach's alpha value > Dependable Standard value of 0.60, so all factors are declared reliabel.

**Table 3 Normaiity Tast**

Unstandardized Residuai		
N		100
Normai Parameters <sup>a,b</sup>	Mean.	.0000000
	Std. Deviation.	1.77876831
Most Extreme Differences	Absoiute	.076
	Positive	.053
Test Statistic		.076
Asymp. Sig. (2-taiied)		.168 <sup>c</sup>
a. Test distribution is Normai.		
b. Caicuiated. from data.		
c. Iiiiiefors Significance Correction.		

Based on table 3, the asymp.sig value is 0.168 > 0.05, so the data distribution is normaiiy distributed

**Table 4 Muitticolinearity Test**

Variabei	Toierance VIF	Keterangan
Brand Image (X1)	.450	2.221 Tidak Terjadi Muittikoiinearitas
Customer Satisfaction (X2)	.360	2.777 Tidak Terjadi Muittikoiinearitas
Brand Trust (X3)	.497	2.014 Tidak Terjadi Muittikoiinearitas

Based on table 4, the toierance value of each variabe X1 of 0.450, X2 of 0.360, and X3 of 0.497 is greater than 0.10 which indicates the absence of muitticoiinearity. The results of table 4.7 show that the VIF value of each variabe, nameiy (X1) 2.221, (X2)

**Table 5 Heteroscedasticity Test**

Variabei	Niiai Sig. (2- Niiai taiied)	Niiai Signifikansi	Keputusan
Brand Image	0,158	0,05	Tidak Terjadi Heterokedastisitas
Customer Satisfaction	0,298	0,05	Tidak Terjadi Heterokedastisitas
Brand Trust	0,178	0,05	Tidak Terjadi Heterokedastisitas

Based on table 5 shows that the Sig (2-taiied) value of the Brand Image variabe (0.158), Consumer loyality (0.298), Brand Trust (0.178) is greater than 0.05, it can be concuied that each of these variabies does not occur heteroscedasticity.

**Table 6 T Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.833	1.445			1.961	.053
Brand Image (X1)	-.115	.092	-.107		-1.243	.217
Customer Satisfaction (X2)	.231	.105	.212		2.203	.030
Brand Trust (X3)	.730	.082	.732		8.940	.000

Dependent Variable: Loyalitas Pelanggan (Y)

Based on table 12 the t test results show that: The statistical analysis reveals that brand image (X1) does not have a significant influence on customer loyalty (Y), as shown by a p-value of 0.217, which is more than the significance threshold of 0.05. As a result, the acceptance of the null hypothesis (H0) is supported by the findings of the study. Furthermore, the t-value of -1.243 is lower than the important t-value of 1.985, which is a significant difference. A significant relationship exists between the brand image variable and the level of brand loyalty shown by Honda motorcycle purchasers.

As far as the statistical analysis is concerned, it seems that the null hypothesis (H0) is correct. Therefore, it is plausible to suppose that there is a threshold beyond which the consumer loyalty variable ceases to make a difference in determining the degree to which a client is loyal to the Honda brand of motorcycles. The Sig value of 0.030, which is lower than the threshold of 0.05, demonstrates that the statistical significance of the data is shown. In addition, the t-value that was predicted, which was 2.203, is more than the t-table value, which was 1.985.

There is a positively associated relationship between customer loyalty (Y) and consumer confidence in the brand (X3). Since the t-value of 8.940 is higher than the crucial value of 1.985 and the p-value of 0.000 is higher than the significance threshold of 0.05, the null hypothesis (H0) is rejected as a result of these two statistically significant findings. Based on the findings, it can be concluded that the Brand Trust variable has a significant impact on the degree to which customers are dependent when it comes to Honda motorcycles.

**Table 13 F Test Results**

Model Regresi	F	Sig.
	68.255	.000 <sup>b</sup>
a. Dependent Variable: Loyalitas Pelanggan		
b. Predictors: (Constant), Kepercayaan Merek, Citra Merek, Kepuasan Pelanggan		

The significant value of the simultaneous influence of X1, X2, and X3 all have an effect on Y at the same time is shown by the fact that the F table value is 2.699, which implies that the hypothesis H4 is accepted.

Table 7 Linear Multiple Regression  
**Coefficients<sup>a</sup>**

Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.833	1.445		1.961	.053
	Brand Image	-.115	.092	-.107	-1.243	.217
	Customer Satisfaction	.231	.105	.212	2.203	.030
	Brand Trust	.730	.082	.732	8.940	.000

a. Dependen Variable: Loyalitas Pelanggan

Based on table 8, the Multiple Linear Regression results in this study are as follows:

$$Y = 2.833 + -0.115 X_1 + 0.231 X_2 - 0.730 X_3 + e$$

If aspects such as brand image, customer satisfaction, and faith in the brand are not taken into consideration when measuring customer loyalty, then the constant value (b0) of customer loyalty for the Honda brand motorbike reaches 2.833.

The result of the X1 regression coefficient (b1) is -0.115, which indicates that the decrease in brand image will have a direct correlation with the decrease in customer loyalty experienced by Honda motorbikes.

As shown by the X2 regression coefficient value (b2) of 0.231, customers are more likely to remain loyal to Honda motorcycles when they experience a high degree of customer satisfaction.

The result of the regression coefficient X3 (b3) came out to be 0.730, which indicates that the relationship between customer loyalty to Honda Motorcycles and brand trust is inversely proportional.

## DISCUSSION

### Brand Image on Customer Loyalty for Honda brand motorcycles

The study that investigated the relationship between brand image and customer loyalty found that a value of 0.217, which is lower than the significance threshold of 0.05, was found to be significant at the level of statistical significance. In light of this, it is clear that the null hypothesis (H0) should be accepted. Despite the fact that it has a very little impact, it seems that the Brand Picture variable does have some influence on the level of customer loyalty for Honda brand motorcycles. As a result of the positive value impact, consumers are more likely to remain loyal to the Honda brand when they have a good image of the brand, and the opposite is also true—when they have a negative impression of the brand. This may be attributed to the fact that the positive value impact is responsible for producing an outcome that is satisfying. A regression coefficient of -0.115 demonstrates that the decline in customer loyalty to the Honda motorcycle brand is exactly proportional to the decline in the brand's image among those who ride motorcycles.

The research conducted by Yuniarinto (2022) indicates that the level of satisfaction with the product and the level of confidence in the brand have a more significant influence on customer loyalty than the other way around. According to Nurul (2019), the interactions that customers have with a firm during the purchase process are what shape their impressions of the brand that they are acquiring.

According to Yuniarinto (2022), the results extend upon those of a previous research, which suggested that Brand Image has a minimal influence on customer loyalty. The conclusions of this study confirm the findings of the previous study. Research conducted by Ha Thu et al. (2018), Raouf et al. (2019), Nurul et al. (2019), Adam et al. (2021), and Chuan and Ping Ren (2022) are just some of the several studies that have shown how the perceptions that consumers have of a brand have a significant impact on their likelihood to make a purchase. There is a full and utter contradiction between this assumption and the findings and conclusions of the research that was stated previously.



### **Customer Satisfaction on Customer Loyalty for Honda brand motorcycles**

The research findings suggest that customer satisfaction has a substantial impact on customer loyalty, as shown by a Sig. value of 0.030, which is less than the predetermined significance level of 0.05. Because of this, we are able to reach the conclusion that the null hypothesis (H<sub>0</sub>) is correct. For Honda brand bikes, there is not a significant association between the level of satisfaction experienced by customers and their level of loyalty to the brand. It is possible to increase customer satisfaction and, as a result, build brand loyalty by providing goods and services in a way that is satisfactory to the customer. The regression coefficient of 0.231 suggests that there is a positive association between the number of customers who are satisfied with Honda motorcycles and the number of customers who are loyal to Honda.

According to Darwin (2019), customer satisfaction may be defined as the extent to which a service or product meets the needs of its intended users or fulfills the obligations that it has made to customers. The findings of previous studies (Raouf et al., 2019; Adam Rudzewiez et al., 2021; Nurul et al., 2019; Sudirman et al., 2021; Sao Mai and Tri Cuong, 2021) have shown that there is a robust and favorable correlation between pleased customers and their dedication to a certain brand. These additional research provide extra evidence that supports the findings of this study. This research contradicts the conclusions of Darwin Lie's (2019) study, which came to the conclusion that customer satisfaction either does not have any impact on customer loyalty or demonstrates inconsistency in its connection with customer loyalty.

### **Brand Trust on brand motorcycle customer loyalty**

The fact that the p-value for the null hypothesis (H<sub>0</sub>) is 0.000 suggests that it is possible to reject the null hypothesis, which in turn suggests that the study on brand trust and customer loyalty produced relevant findings. As a result, the Brand Trust variable is expected to have some influence on the degree to which customers are loyal to Honda brand motorcycles. Not only can it deliver high-quality goods and services resulting in enhanced customer loyalty, but it also works in the other direction. An indication of confidence in a brand is the presence of a positive attitude toward that brand. When it comes to Honda Motorcycles, a regression coefficient of 0.730 suggests that there is a positive association between increased consumer loyalty and increased trust in the brand.

According to Raouf (2019), professional businesses use the notion of brand trust in order to establish relationships with their clients that are long-lasting rather than fleeting. In order for customers to have faith in a product or brand, they need not only an intellectual grasp of the product or brand, but also an emotional connection to the brand. The findings of this study are consistent with those of previous studies (Raouf et al., 2019; Nurul et al., 2019; Sudirman Zid and Alida Palilati, 2021) that demonstrate that customer confidence in a brand has an effect on consumer loyalty. Studies have shown that basic trust has very little impact on consumer loyalty. This is the opposite of what is often believed. (Darwin Lie, 2019).

### **CONCLUSION**

Based on the consequences of the conversations conducted in this review, there are several conclusions that can be drawn, specifically Brand Image significantly affects Honda motorcycle Client Reliability, Customer loyalty significantly affects Honda motorcycle Customer Loyalty, Brand Trust affects Honda motorcycle Customer Loyalty.

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