

# The Influence of Brand Image, Brand Trust, Service Quality through Customer Satisfaction on Honda Brand Motorcycle Brand Loyalty in DKI Jakarta

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## KEYWORDS

Brand image; brand trust; service quality; customer satisfaction; brand loyalty; Honda motorcycles, DKI Jakarta

## ABSTRACT

The automotive industry in Indonesia plays a crucial role in the country's economic development, with motorcycles being one of the most popular modes of transportation. Honda motorcycles have a significant market share among various brands due to their strong brand image, trust, and service quality. This study analyses the influence of brand image, trust, and service quality on Honda brand motorcycle brand loyalty through customer satisfaction in DKI Jakarta. Using a quantitative approach with a survey method, data was collected from 200 respondents who used Honda motorcycles in the DKI Jakarta area. Data was analysed using the Structural Equation Modeling (SEM) technique. The study results show that brand image, trust, and service quality significantly affect customer satisfaction, impacting brand loyalty. Customer satisfaction is essential to strengthening the relationship between independent variables and brand loyalty. These findings underscore the importance of improving service quality, strengthening the image, and building trust to create loyal customers for the Honda brand.

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## Introduction

According to SUPAS (Inter-Census Population Survey) of the Central Statistics Agency, carried out in 2022, Indonesia's population is 275.773 million. With an average annual growth of 3.33 million, Indonesia is a strategic market destination for many companies to develop their businesses and industries. One industry that attracts much interest from companies is the automotive industry (BPS, 2022).

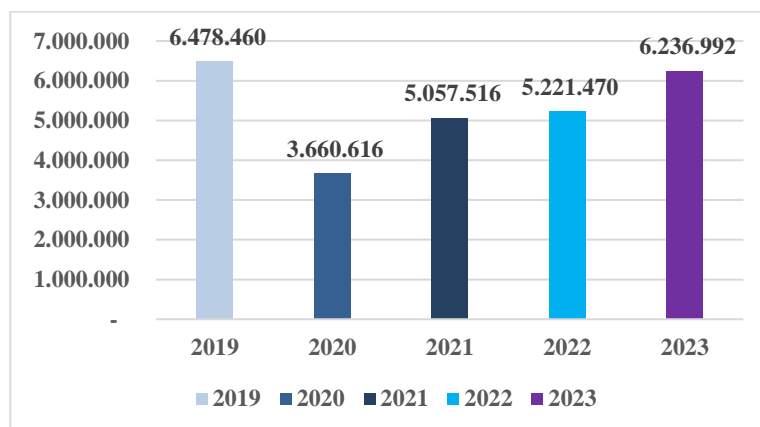
According to the Ministry of Industry (2022), the automotive industry is one of the critical sectors that contributes significantly to the country's economy. As demonstrated by its significant contribution to the formation of GDP, its contribution to the economy also shows the ability to drive many other industries through the demand for various raw materials, components, and other

supporting materials. On the contrary, the automotive industry creates many jobs and generates foreign exchange for the country. Jobs are open for industrial businesses and their supporting activities, ranging from car and spare parts sales to vehicle repair shops, spread across cities and villages. As is known, the automotive industry faced significant challenges during the COVID-19 pandemic. The Transportation Equipment Industry contracted by 19.86% in 2020 after a contraction of 3.43% in 2019. Two-wheeled vehicle sales increased, but not as much as the increase in four-wheeled vehicle sales. Sales of two-wheeled vehicles in Indonesia fell to 3.6 million units in 2020, or a decrease of about 44%, almost the same as the decline in four-wheeled vehicles. In the domestic market, the increase in motorcycle sales is hampered by several factors. Some of them are a decrease in purchasing power due to the COVID-19 pandemic, the demographics of motorcycle users, mainly the lower middle-income group, and the lack of incentives for four-wheeled vehicles. Two-wheeled car exports fell 11% from 468.23 million units in January-June 2022 to 417.97 thousand. The opportunities for the automotive industry to develop better are available in various forms. Starting from the large market, government policies that support manufacturers and consumers, the relatively strong performance of the automotive industry at the ASEAN level, to opportunities in the future electric car era, all provide a breath of fresh air for Indonesia's automotive industry to be able to grow better in the future.

Based on the information above, motorcycle manufacturers should consider Indonesia because of its vast potential. Companies such as Honda, Yamaha, Suzuki, and Kawasaki, the world's major manufacturers, seem to be increasingly serious about working on the Indonesian market, which is reflected in their investment.

Referring to data from the Indonesia Motorcycle Industry Association (AISI) released in January 2023, the number of motorcycle sales in Indonesia was recorded at 5.22 million units in 2022. This figure increased by 3.24% compared to the previous year. In the report, the sales figure met AISI's target throughout 2022, which is in the range of 5.1 million to 5.4 million units. It also created the highest record since the COVID-19 pandemic in 2023 of 6.2 million motorcycle units.

The following is statistical data on motorcycle sales in Indonesia from 2019 to 2023.

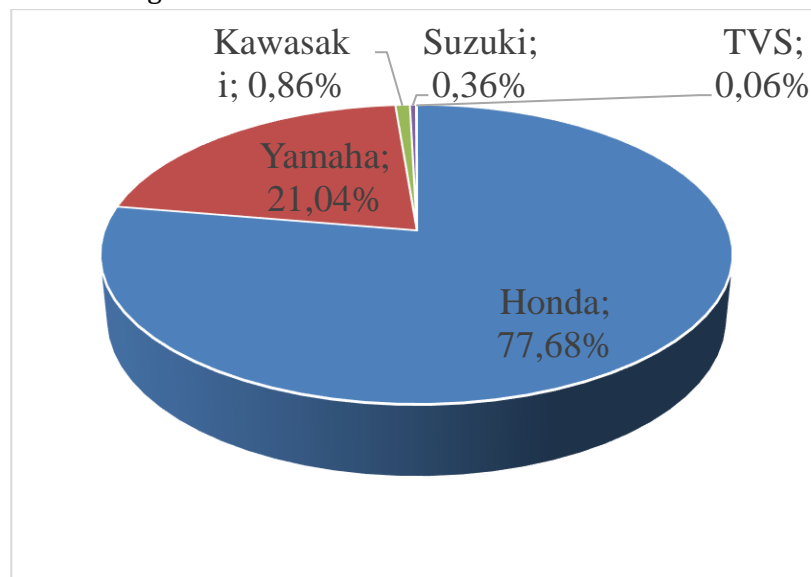


**Figure 1. Motorcycle Sales Data in Indonesia from 2019 to 2023**

Source: Indonesia Motorcycle Industry Association (AISI)

Based on Figure 1, motorcycle sales drastically declined in 2020 during the COVID-19 pandemic. At that time, motorcycle sales were only at 3.6 million units. However, they increased in 2021 and 2022 even though sales have not returned to pre-pandemic times. They also experienced a significant increase of around 1 million units in 2023. This increase reflects that people's purchasing power is improving, positively impacting the two-wheeled vehicle market.

Of the 5 (five) AISI members, Honda, Suzuki, Yamaha, Kawasaki, and TVS brands, 2 (two) brands dominate the Motorcycle Sales Market Share in Indonesia. The two brands are Honda and Yamaha. Honda motorcycles became the best-selling brand throughout 2021, with sales of 3,928,788 units. Yamaha is in second place in the best-selling motorcycle market in Indonesia, with sales of 1,063,866 units. Furthermore, Kawasaki, Suzuki, and TVS are in third, fourth, and fifth positions. Sales of 43,540 units, 18,380 units, and 2,942 units, respectively. (5 Million Motorcycles Sold Last Year, What is the Best-Selling Brand in Indonesia? (detik.com) (accessed on May 05, 2024) Each has a market share, as shown in Figure 2 below.



**Figure 2. Market Share of Motorcycle Sales in Indonesia in 2021**

Source: AISI (reprocessed)

There is an enormous demand for motorcycles in Indonesia because motorcycles are a cheap, practical, and efficient means of transportation. In addition, Indonesia is a tropical country with a population of 277 million people and an average per capita income of Rp 71 million, making it a promising business for automotive industry business actors.

Nowadays, the competition of companies for consumers is no longer limited to the product's functional attributes, such as the product's usability, but has been associated with brands that can provide a special image to the wearer. At a low level of competition, a brand differentiates between one product and another, or a brand is just a name. Meanwhile, at a high level of competition, brands contribute to creating and maintaining the competitiveness of a product. Brands will be associated with a specific image that can provide a particular association in the minds of consumers. In its development, the company increasingly considers the brand its most valuable asset. According to Keller and Swaminathan (2020), brands have existed for centuries to differentiate goods from one

producer from another. According to the American Marketing Association (AMA), a brand is a name, term, sign, symbol, or combination intended to distinguish a seller's goods or services from other sellers' goods and services. Technically, whenever a marketer creates a new name, logo, or symbol for a new product, they already create a brand.

Many companies refer to the brand as something that has created awareness, reputation, excellence, and so on in the market. Brands, especially strong ones, bring several different types of associations, and marketers must consider them all in making marketing decisions. One very important aspect of a brand is its image, as reflected by customer associations. This is useful for marketers to distinguish between a lower level of consideration and a higher level of consideration related to judgment, feelings, and overall relationships.

So, it can be seen that the brand is very important in customers' eyes because the product and the product name deliver good value to those who buy the product. PT Astra Honda Motor in Indonesia realises that brand image is one of the most valuable assets that the company can control.

Delgado and Munuera (2005) stated that brand trust is the brand's ability to be trusted (brand reliability), which comes from the consumer's belief that the product can fulfil the promised value. The brand is intense (brand intention), which is based on the consumer's belief that the brand can prioritise the interests of consumers.

The company must provide the best service quality to survive and retain customers' trust. The creation of Customer Satisfaction can provide benefits, including the relationship between the Company and the Customer becoming harmonious; the Customer will make a repurchase until the Customer's friendship is created and form a recommendation from word of mouth that benefits the Company. According to Wirtz and Lovelock (2016, p. 135), Because service is intangible, it is tough to evaluate the quality of a service compared to an item. Consumers are more likely to experience the process in an engagement, so a difference must be drawn between the actual service delivery process and the service output. So Wirtz and Lovelock (2016, p. 136) define good service quality as a high standard of performance that consistently meets or exceeds consumer expectations. Kotler et al., p. (2022, p. 448) define Quality as the totality of the features and characteristics of a product or service that deliver the ability to satisfy a need.

The company must satisfy customers with a brand image, trust, and good service quality. Customer satisfaction can be felt after customers compare their experience purchasing goods/services from sellers or goods/service providers with the buyers' expectations. These expectations are formed through their first experience buying a good/service, comments from friends and acquaintances, and promises and information from marketers and competitors. Marketers who want to excel in the competition must pay attention to customer expectations and satisfaction. Kotler and Armstrong ((2021, p. 35)) explained that customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product to the performance (or results) that customers expect.

Of course, in addition to the aspects above, companies also need to manage and gain brand loyalty. Brand loyalty is a significant factor in increasing a company's market share. When consumers are loyal to the brand of the goods they buy, they will promote the brand to other consumers.

Schiffman and Wisenblit (2019, p. 138) define brand loyalty as a measurement tool to see how often consumers buy the brands they consume and their commitment to buying them regularly. For marketers, a high level of brand loyalty is the most desirable outcome of consumer learning and an

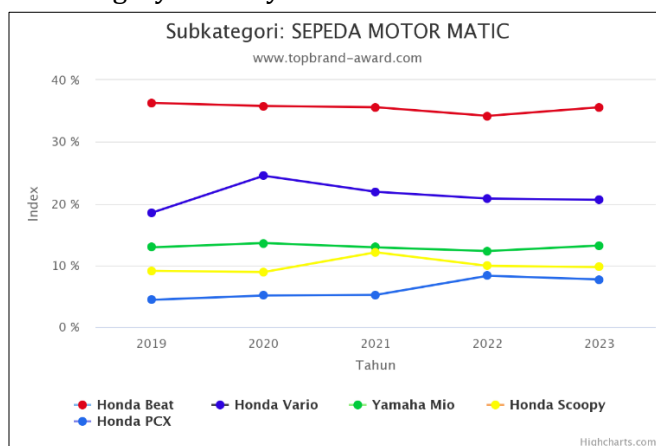
indication that they are effectively "teaching" behaviours to their consumers. Schiffman and Wisenblit (2019: 139) also said that high brand loyalty will increase the monetary value of a brand. The value that strengthens the foundation of customer loyalty is the consumer's perception of a brand's superiority, the social reward that uses consumer trust and identification.

In conjunction with the brand, the researcher is interested in studying the HONDA brand Motorcycle, which creates various Motorcycle products. According to the official website (Corporate Profile | PT Astra Honda Motor (astra-honda.com) (accessed on May 5, 2024), Motorcycles are now not only a means of productive transportation for the Indonesia community. Motorcycles have become part of the hobby and lifestyle and can even lead to certain proud achievements. PT Astra Honda Motor presents mobility solutions for the community with the best products and services to accompany people in their activities and achieve their various dreams. Since its first presence in Indonesia, HONDA brand motorcycles have always been loved and trusted as a driving partner for the community. Armed with this trust, PT Astra Honda Motor consistently innovates its products and technologies, continues to improve services in Honda's sales and after-sales network, and intensely engages and communicates with the public through various platforms.

PT Astra Honda Motor (AHM) pioneered Indonesia's motorcycle industry. It was established on June 11, 1971, under the initial name PT Federal Motor. The production in the first year for one year was only 1,500 units. However, it jumped to around 30 thousand in the following year and continues to grow to become the ruler of the motorcycle market share in Indonesia to date.

As part of the nation of Indonesia, PT Astra Honda Motor always strengthens its contributions in various fields, such as driving safety, education, environment, and community empowerment. It is hoped that the company will continue to grow and develop with the community and become one of Indonesia's proudest companies.

As previously explained, the HONDA brand is not alone in entering the Motorcycle market share in Indonesia; the HONDA brand has been very attached to the perception of a good Motorcycle brand in Indonesia compared to its competitors. This is reflected in Figure 3 below, where the HONDA brand, in addition to controlling market share, is also at the top of customers' minds. The researcher took one example in the subcategory Motorcycle Matic from 2019 to 2023.



**Figure 3. Top Brand Index**

Source: [www.topbrand-award.com/komparasibrand](http://www.topbrand-award.com/komparasibrand)

Hasbi and Sugiyono (2024) explained that even today, in mid-2023, the public is shocked by the case of a broken chassis or frame of a Honda automatic motorcycle, especially in the 2019 output and above, where several videos are uploaded on social media. In this regard, the Honda motorcycle chassis uses a new type of frame, the eSAF, a Honda innovation. The Enhanced Smart Architecture Frame (eSAF), is an innovative frame made using many technologies. In forming this frame, there is a difference in technology and the method used compared to the frame on other motorcycles. This frame uses steel plates pressed by a machine, then united with a welder in its manufacture, PT. AHM assesses that this frame can reduce deformation or damage to the frame because the unification process itself uses welding tools. Four types of Honda motorcycles currently use eSAF frames: Honda Beat, Honda Genio, Honda Scoopy, and Honda Vario. The virality of this case has reached the Ministry of Trade, and the Directorate General of Consumer Protection and Commercial Order (PKTN) has tried to hold a meeting with PT. AHM with the result that PT. AHM, as a manufacturer of Honda motorcycles, has received several complaints from consumers regarding damage to the frame of its motorcycles, but based on a statement from PT. AHM, the damage occurred due to seawater corrosion, and the motorcycle was an old output, so it did not use an ISAF frame. However, this is still not satisfactory to the public; the Government, through the National Transportation Safety Committee (KNKT), will try to conduct further research because this is related to the safety of the people of Indonesia and, if necessary, PT. AHM was asked to recall motorcycles that use the eSAF frame produced by AHM. As a result of the case of one of the community on behalf of Andre Rivaldi, the public invited the public to give a petition to PT. AHM through an online petition change.org. The petition titled "Recall All Honda Motorcycles with ESAF Frames that Endanger Riders' Lives" has been signed by 2,213 people until September 28, 2023. This proves that people have begun to worry about the products they buy due to the crowd on social media regarding the rusty and easily porous frame because the purchase of motorcycles is not only for 1 year of use. In addition, the use of motorcycles on the highway can be considered in this petition because it can threaten life safety.

This case proves that the growth of the internet and its availability can provide much information about products and brands online, where consumers can learn about product quality. Undoubtedly, the growth of the internet and the availability of online testimonials have changed the function of brands in several ways. Instead of acting solely as a marker of quality, brands must do something more than ever. Brands must act as translators of trends, agents of changing information on changing tastes and desires of constantly moving consumers. Furthermore, providing speed for consumers to learn true quality is crucial for brands investing in creating exceptional consumer experiences. Keller and Swaminathan (2020: 55).

However, several other studies show that the research can be contradictory by finding research that produces contradictions or gaps. The following is an explanation of some of the results of previous research: Delgado in Iendy Zelvian Adhari (2021), brand trust is the existence of a high expectation or possibility that the brand will result in positive consumer results. The study results by the research journal Innocentius Bernato et al. (2010) show that brand image does not positively affect brand loyalty. This phenomenon differs from the theory that brand trust will result in positive consumer results. This gap is the background of this research.

So, after looking at experts' definitions, the data was presented. The contradictions of previous research, the author wants to know how the ability of the HONDA brand motorcycles, which remain at the top of public perception, to become the ruler of the motorcycle market share in

Indonesia, even though there is a negative issue about e-SAF that has gone viral in 2023 lately HONDA motorcycles still exist, the author also wants to observe whether there is a connection between the image of the HONDA brand itself, the quality of service provided by the company, customer satisfaction of HONDA brand motorcycle users so that the customer satisfaction that makes HONDA brand motorcycle users so or remain loyal to the HONDA brand and do not move to other brands.

With this research, it is hoped that it can be useful for fellow academics and can be a useful reference to add knowledge in the field of Marketing Management to see how the influence of Brand Image, Brand Trust, Service Quality through Customer Satisfaction on Brand Loyalty. The researcher hopes this research can be useful for companies, such as PT Astra Honda Motor, Honda Motorcycle Main Dealers, and other dealers, in taking the right marketing strategy. Also, with the preparation of this research, it can be useful for marketing personnel to continue to improve HONDA's Brand Image, build Brand Trust, improve Service Quality, and continue to maintain Customer Satisfaction to build Brand Loyalty within the expected period and maintain HONDA brand bicycles as the best in Indonesia.

## Materials and Methods

This study uses a quantitative approach with a survey method. Data was collected from 200 respondents who use Honda motorcycles in the DKI Jakarta area. Data was analysed using the Structural Equation Modeling (SEM) technique.

The SEM method was chosen because it can simultaneously analyse complex relationships between multiple variables. This is essential for this study, which examines the direct and indirect effects of brand image, brand trust, and service quality on brand loyalty through customer satisfaction. SEM allows for the testing of both measurement models and structural models, providing a comprehensive view of the relationships between latent variables.

Before the data analysis, several crucial SEM assumptions were tested to ensure the validity of the results. First, the normality of the data was tested using skewness and kurtosis values to ensure the data distribution was appropriate for SEM analysis. Multicollinearity was examined through variance inflation factors (VIF) to avoid issues with highly correlated independent variables. Additionally, confirmatory factor analysis (CFA) was conducted to evaluate the reliability and validity of the measurement model, ensuring that the observed variables accurately represent the latent constructs. Goodness-of-fit indices, such as RMSEA, CFI, and TLI, were also used to assess the model fit. These steps were necessary to validate the structural relationships and ensure that the conclusions drawn from the SEM analysis were robust and reliable.

## Results and Discussions

### Validity Test

Based on the corrected item-total correlation with the Pearson Product Moment correlate and the value of  $r\text{-table} = 0.361$  ( $n = 30$ ;  $\alpha = 5\%$ ), the indicator is declared valid if the  $r\text{-count} > 0.361$ . The results of the validity test were obtained as follows:

#### a. Brand Image Variable Validity Testing

**Table 1. Results of Brand Image Variable Validity Testing**

It	Question	r-count	Information
1	Honda brand motorcycles are brands that I already know	0,337	Invalid
2	The design of the Honda brand Motorcycle is a contemporary and futuristic model	0,666	Valid
3	Honda brand motorcycles are durable and durable (not easily damaged and not easily outdated)	0,773	Valid
4	Honda brand motorcycles provide product prices according to the quality of the goods	0,698	Valid
5	Honda brand motorcycles have sophisticated engines with renewable technology	0,809	Valid
6	Honda brand motorcycles have economical fuel	0,541	Valid
7	Honda brand motorcycles have a network of workshops that are easy to find	0,646	Valid
8	Honda brand motorcycles have a variety of interesting types of motorcycles	0,719	Valid
9	Honda brand Motorcycle parts are easy to find	0,723	Valid
10	Honda brand motorcycles have a high resale value	0,539	Valid
11	The Honda Brand Motorcycle Logo is unique and easily recognisable	0,208	Invalid
12	The design of Honda brand motorcycles has its uniqueness and is easily distinguished from the designs of competing brands	0,670	Valid

Source: Attachment, Page 216

Based on Table 1 above, 10 (ten) indicators (CM2 – CM10 and CM 12) for the brand image have r calculations  $\geq r$  tables (i.e. 0.361, with  $\alpha = 0.05$  and  $n = 30$ ). Meanwhile, 2 (two) Brand Image indicators r calculated  $\leq r$  table (Invalid) are CM1 of 0.159 and CM11 of 0.208. So, the testing of the research hypothesis will be carried out by ignoring CM1 and CM11.

After the Validity Test was carried out by issuing indicators CM1 and CM 11, the following results were obtained:

**Table 2. Results of Brand Image Variable Validity Testing (CM 2 – 10 and CM 12)**

No	Question	r-count	Information
1	The design of the Honda brand Motorcycle is a contemporary and futuristic model	0,658	Valid
2	Honda brand motorcycles are durable and durable (not easily damaged and not quickly outdated)	0,807	Valid
3	Honda brand motorcycles provide product prices according to the quality of the goods	0,741	Valid
4	Honda brand motorcycles have sophisticated engines with renewable technology	0,829	Valid
5	Honda brand motorcycles have economical fuel	0,516	Valid
6	Honda brand motorcycles have a network of workshops that are easy to find	0,637	Valid
7	Honda brand motorcycles have a variety of interesting types of motorcycles	0,739	Valid



No	Question	r-count	Information
8	Honda brand Motorcycle parts are easy to find	0,682	Valid
9	Honda brand motorcycles have a high resale value	0,551	Valid
10	The design of Honda brand motorcycles has its uniqueness and is easily distinguished from the designs of competing brands	0,647	Valid

Source: Appendix, Page 222

The CM2 – CM10 and CM12 indicators are valid or able to measure the brand image variables properly and accurately.

#### b. Brand Trust Variable Validity Testing

**Table 3. Results of Brand Trust Variable Validity Testing**

No	Question	Corrected item-total correlation	Information
1	I believe that the general public has recognised Honda brand motorcycles for the quality of their products	0,777	Valid
2	I believe that Honda brand motorcycles have been recognised for their services by the general public	0,760	Valid
3	I believe Honda brand motorcycles are already known to the general public	0,581	Valid
4	In my opinion, the design and features of Honda brand motorcycles are not easy to imitate by competitors	0,445	Valid
5	I believe Honda brand Motorcycles have passed engine testing, road tests, and visual inspections by applicable safety standards	0,721	Valid
6	I believe Honda brand Motorcycles provide products with high-quality	0,905	Valid
7	I believe that Honda brand motorcycles prioritise good driving safety features for riders and passengers	0,901	Valid

Source: Appendix, Page 217

Based on Table 3 above, all indicators (KM1 – KM7) for Brand Trust have r calculations  $\geq$  r table (i.e. 0.361, with  $\alpha = 0.05$  and  $n = 30$ ). So, it can be concluded that all of these indicators are valid or can measure the Brand Trust variable properly and accurately.

#### c. Validity Testing of Service Quality Variables

**Table 4. Results of Validity Testing of Service Quality Variables**

No	Question	Corrected item-total correlation	Information
1	Honda brand motorcycles provide service as promised	0,899	Valid
2	Honda brand Motorcycle Service is reliable in handling my problem	0,941	Valid

No	Question	Corrected item-total correlation	Information
3	Honda brand Motorcycle Service provides timely service as promised	0,824	Valid
4	The Honda brand Motorcycle Repair Shop informed me when the service work will be completed	0,837	Valid
5	The Honda brand Motorcycle Workshop provides service advice for consumers	0,919	Valid
6	The Honda brand Motorcycle Repair Shop has a desire to help me	0,917	Valid
7	The Honda brand Motorcycle Workshop is willing to respond to my request	0,780	Valid
8	The Honda brand Motorcycle Repair Shop makes me comfortable and safe when making service transactions	0,840	Valid
9	The Honda brand Motorcycle Workshop has good knowledge to answer my questions	0,969	Valid
10	The Honda brand Motorcycle Workshop understands my needs	0,926	Valid
11	Honda brand Motorcycle Repair Shop has comfortable operating hours for me	0,882	Valid
12	The Honda brand Motorcycle Workshop paid special attention to me	0,843	Valid
13	Honda brand Motorcycle Repair Shops have modern equipment and equipment	0,565	Valid
14	Honda brand Motorcycle Repair Shops have good and qualified facilities	0,963	Valid
15	Honda brand Motorcycle Workshop shows a clean, safe, and professional environment	0,899	Valid

Source: Attachment, Page 218

Based on Table 4 above, all indicators (KL1 – KL15) for Quality of Service have  $r$  calculations  $\geq r$  table (i.e. 0.361, with  $\alpha = 0.05$  and  $n = 30$ ). So, it can be concluded that all of these indicators are valid or can measure the Service Quality variable properly and precisely.

#### d. Customer Satisfaction Variable Validity Testing

**Table 5. Results of Customer Satisfaction Validity Testing**

No	Question	Corrected item-total correlation	Information
1	I will buy Honda brand Motorcycle products shortly	0,669	Valid
2	I will use the services of a Honda brand motorcycle repair shop regularly and periodically	0,629	Valid
3	I would recommend the product to my family, friends, or colleagues to buy a Honda brand Motorcycle	0,826	Valid

No	Question	Corrected item-total correlation	Information
4	I would recommend Honda brand Motorcycle Repair Shop service to family, friends or colleagues	0,863	Valid
5	I am not affected by ads placed by Honda brand Motorcycle competitors	0,704	Valid
6	I am not affected by negative issues regarding various Honda brand Motorcycle products	0,648	Valid

Source: Appendix, Page 220

Based on Table 5 above, all indicators (KP1 – KL6) for Customer Satisfaction have  $r$  calculations  $\geq r$  table (i.e. 0.361, with  $\alpha = 0.05$  and  $n = 30$ ). So, it can be concluded that all of these indicators are valid or can measure the Customer Satisfaction variable properly and accurately.

#### e. Brand Loyalty Variable Validity Testing

**Table 6. Results of Brand Loyalty Variable Validity Testing**

No	Question	Corrected item-total correlation	Information
1	I would not switch to any other brand of Motorcycle	0,821	Valid
2	I am not affected by the products and services of competing brands of Motorcycles	0,673	Valid
3	I am ready to pay more if there is a realistic price change to Honda brand Motorcycle products and services	0,811	Valid
4	I am ready to pay more if there is a realistic price change to the service fee at the Honda brand motorcycle repair shop	0,713	Valid
5	I am loyal to repairing Honda brand motorcycles at Official Workshops	0,487	Valid
6	I have a strong bond with Honda brand Motorcycles	0,856	Valid
7	I will always buy Honda brand Motorcycles	0,852	Valid

Source: Appendix, Page 221

Based on Table 7 above, all indicators (LM1 – LM7 for Brand Loyalty) have  $r$  calculations  $\geq r$  tables (i.e. 0.361, with  $\alpha = 0.05$  and  $n = 30$ ). So, it can be concluded that all of these indicators are valid and can measure the Brand Loyalty variable properly and accurately.

#### Reliability Test

Reliability is a term used to indicate the extent to which a measurement is relatively consistent if measurements are taken twice or more. Measuring reliability can be done by testing Cronbach's Alpha statistics. If alpha is 0.60 – 0.70, then reliability is moderate. If alpha  $< 0.6$ , then reliability is low. If alpha is low, one or more items are likely unreliable.

**Table 7. Reliability Test of Research Variables**

No	Variable	N of Items	Cronbach's Alpha	Conclusion
1	Brand Image	10	0,909	Reliable

2	Brand Trust	7	0,887	Reliable
3	Quality of Service	15	0,979	Reliable
4	Customer Satisfaction	6	0,891	Reliable
5	Brand Loyalty	7	9,916	Reliable

Source: Appendix, Pages 216-222 have been reprocessed

Based on the reliability test results in Table 7 above, Cronbach's Alpha for all variables is Reliable. If you look at the reliability level of Cronbach's Alpha, all variables > 0.7 are categorised in the reliability level of Very Good. This indicates that respondents answered consistently.

### Research Hypothesis Testing Analysis

The author uses SEM Analysis (Structural Equation Modelling) with WarpPLS software version 7.0 to test hypotheses.

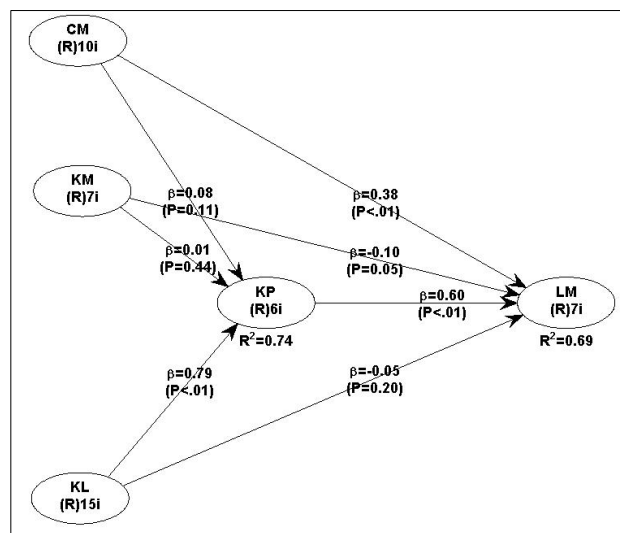


Figure 4. Research Models and Hypotheses

Source: WarpPLS version 7.0 output, Attachment Page 247

Information:

- B = Result of the output value of the path coefficient
- P = P value
- R2 = R square
- i = Indicator

Based on Figure 4, after the CM1 and CM11 indicators were issued on the Brand Image variable (with ten indicators), the output was used to test the hypothesis of this study and the following results were obtained:

**1) Hypothesis 1:** Brand Image positively affects Honda Motorcycle Customer Satisfaction in DKI Jakarta.

H0: Brand Image does not affect Customer Satisfaction

Ha: Brand Image affects Customer Satisfaction

Based on Figure 4, it is known that the output value of the Brand Image path coefficient to Customer Satisfaction is 0.08 and  $P = 0.11$  where  $P$  value is  $> \alpha$  (0.05), which means minus H0. It can

be concluded that brand image has an effect but is not significant on customer satisfaction with Honda motorcycles in DKI Jakarta.

**2) Hypothesis 2:** Brand Trust positively affects Honda Motorcycle Customer Satisfaction in DKI Jakarta.

H0: Brand Trust does not affect Customer Satisfaction

Ha: Brand Trust affects Customer Satisfaction

Based on Figure 4.8, it is known that the output value of the Brand Trust path coefficient to Customer Satisfaction is 0.01 and  $P = 0.44$  where  $P$  value is  $> \alpha$  (0.05), which means minus H0. It can be concluded that brand trust has an effect but is not significant in customer satisfaction among Honda brand motorcycle consumers in DKI Jakarta.

**3) Hypothesis 3:** Service Quality has a positive effect on Honda Motorcycle Customer Satisfaction in DKI Jakarta

H0: Service Quality does not affect Customer Satisfaction

Ha: Service Quality affects Customer Satisfaction

Based on Figure 4.8, it is known that the output value of the Service Quality coefficient to Customer Satisfaction is 0.79 and  $P = <.01$  where  $P$  value  $< \alpha$  (0.05), which means reject H0. It can be concluded that service quality significantly affects customer satisfaction among Honda motorcycle consumers in DKI Jakarta.

**4) Hypothesis 4:** Brand Image positively affects Honda Motorcycle Brand Loyalty in DKI Jakarta.

H0: Brand Image does not affect Brand Loyalty

Ha: Brand Image affects Brand Loyalty

Based on Figure 4.8, it is known that the output value of the Brand Image coefficient to Brand Loyalty is 0.38 and  $P = <.01$ , where  $P$  value  $< \alpha$  (0.05), which means minus H0. It can be concluded that brand image significantly affects brand loyalty among Honda motorcycle consumers in DKI Jakarta.

**5) Hypothesis 5:** Brand Trust has a positive effect on Honda Motorcycle Brand Loyalty in DKI Jakarta

H0: Brand Trust does not affect Brand Loyalty

Ha: Brand Trust affects Brand Loyalty

Based on Figure 4.8, it is known that the output value of the Brand Trust coefficient to Brand Loyalty is -0.10 and  $P = 0.052$ , where the  $P$  value is  $> \alpha$  (0.05), which means that it does not reject H0. It can be concluded that brand trust negatively affects loyalty among Honda motorcycle consumers in DKI Jakarta.

**6) Hypothesis 6:** Service Quality positively affects Honda Motorcycle Brand Loyalty in DKI Jakarta.

H0: Quality of Service does not affect Brand Loyalty

Ha: Service Quality Affects Brand Loyalty

Based on Figure 4.8, it is known that the output value of the Service Quality coefficient to Brand Loyalty is 0.05 and  $P = 0.20$  where  $P$  value is  $> \alpha$  (0.05), which means minus H0. It can be concluded that service quality has an effect but is not significant on brand loyalty among Honda brand motorcycle consumers in DKI Jakarta.

**7) Hypothesis 7:** Customer Satisfaction has a positive effect on Honda Motorcycle Brand Loyalty in DKI Jakarta

H0: Customer Satisfaction does not affect Brand Loyalty

Ha: Customer Satisfaction Affects Brand Loyalty

Based on Figure 4.8, it is known that the output value of the Customer Satisfaction coefficient to Brand Loyalty is 0.60 and  $P < 0.01$ , where the P value is  $< \alpha$  (0.05), which means reject  $H_0$ . It can be concluded that customer satisfaction significantly affects brand loyalty among Honda motorcycle consumers in DKI Jakarta.

**8) Hypothesis 8:** The Influence of Brand Image on Brand Loyalty through Customer Satisfaction of Honda Motorcycles in DKI Jakarta

$H_0$ : Brand Image does not affect Brand Loyalty through Customer Satisfaction

Ha: Brand Image Affects Brand Loyalty through Customer Satisfaction

Based on Figure 4.8, it is known that the direct influence of Brand Image ( $P < 0.01$ ) and Customer Satisfaction ( $P < 0.01$ ) on Brand Loyalty ( $< 0.05$ ) and as well as the indirect influence of Brand Image on Brand Loyalty through Customer Satisfaction =  $0.08$  (sig) \*  $0.60$  (sig) =  $0.048$ . So the total influence =  $0.38 + 0.048 = 0.428$ . The conclusion is that Customer Satisfaction can mediate the influence of Brand Image on Brand Loyalty.

**9) Hypothesis 9:** The Effect of Brand Trust on Brand Loyalty through Customer Satisfaction of Honda Motorcycles in DKI Jakarta.

$H_0$ : Brand Trust does not affect Brand Loyalty through Customer Satisfaction

Ha: Brand Trust affects Brand Loyalty through Customer Satisfaction

Based on Figure 4.8, it is known that the direct influence of Brand Trust ( $0.05$ ) and Customer Satisfaction ( $P < 0.01$ ) on Brand Loyalty ( $< 0.05$ ). The indirect influence of brand trust on brand loyalty through customer satisfaction =  $0.01$  (sig) \*  $0.60$  (sig) =  $0.006$ . So that the total influence =  $-0.10 + 0.006 = -0.094$ . The conclusion is that brand trust negatively influences brand loyalty, which can be mediated by customer satisfaction.

**10) Hypothesis 10:** The Effect of Service Quality on Brand Loyalty through Customer Satisfaction of Honda Motorcycles in DKI Jakarta.

$H_0$ : Service Quality does not affect Brand Loyalty through Customer Satisfaction

Ha: Service Quality affects Brand Loyalty through Customer Satisfaction.

Based on Figure 4.8, it is known that the direct influence of Brand Trust ( $-0.05$ ) and Customer Satisfaction ( $P < 0.01$ ) on Brand Loyalty ( $< 0.05$ ). As well as the indirect influence of Brand Trust on Brand Loyalty through Customer Satisfaction =  $0.79$  (sig) \*  $0.60$  (sig) =  $0.474$ . So the total influence =  $-0.05 + 0.474 = 0.424$ . The conclusion is that Customer Satisfaction can mediate the influence of Brand Trust on Brand Loyalty.

## Discussion

### Descriptive Analysis of Research Variables

#### 1. Brand Image Variables

It is known that the average value of the brand image variable is 4.60, which is very agreeable in the scale range. Based on the variable data, Brand Image obtained a 95% interval of 4.37 – 4.83. With this data, it is believed that 95% of respondents agree that the Honda Motorcycle Brand Image is already in a perfect position in the minds of consumers. In the Brand Image variable, the indicator with the highest average score is shown in the statement, "Honda brand motorcycles are brands that I already know," with an average value of 4.75. The lowest average score is shown in the statement, "Honda brand Motorcycle Design is a contemporary and futuristic model." with an average score of

4.45. So, the company needs to maintain the reputation of the Honda brand by providing futuristic motorcycle designs to maintain a good Brand Image in the eyes of consumers.

## **2. Brand Trust**

The results of this study show that the average value on the Brand Trust variable is 4.59, which is on the scale of strongly agreeing. Based on the variable data, Brand Trust obtained a 95% interval of 4.36 – 4.81. With this data, it is believed that 95% of respondents agree that the Honda Motorcycle brand is already in a position trusted by consumers. In the Brand Trust variable, the indicator with the highest average score is shown in the statement, "I believe that Honda brand motorcycles have been recognised by the general public for the quality of their products", with an average value of 4.68. The lowest average score is shown in the statement, "I think the design and features of Honda brand motorcycles are not easy to imitate by competitors," with an average value of 4.28.

With the results of this study's score, the company needs to maintain good consumer trust in the Honda brand itself. Looking at the lowest average value, companies need to differentiate or innovate products so that competitors do not easily imitate designs and features.

## **3. Quality of Service**

The results of this study showed that the average value on the Service Quality variable was 4.53, which was in the range of the scale of strongly agreeing. Based on the variable data of Service Quality, the 95% interval was obtained of 4.30 – 4.75. With this data, it is believed that 95% of respondents agree that the Service Quality of Honda Motorcycle Repair Shops is good in serving consumers. In the Quality of Service variable, the indicator that received the highest average score was shown in the statement "Honda brand motorcycles provide service services as promised," with an average value of 4.62. The lowest average score is shown in the statement, "The Honda brand Motorcycle Workshop pays special attention to me." with an average score of 4.45.

Thus, the Honda brand Motorcycle Workshop has provided services following what was promised; it needs to be maintained and even improved to maintain quality service; also, by paying special attention to consumers, it is hoped that it can improve the quality of service in the future.

## **4. Customer Satisfaction**

The study's results show that the average value on the Customer Satisfaction variable is 4.45, which is in the range of strongly agreeing. Based on the variable data of Service Quality, the 95% interval was obtained of 4.22 – 4.67. With this data, it is believed that 95% of respondents agree that Honda Motorcycles has satisfied them.

In the Customer Satisfaction variable, the indicator with the highest average score is "I will buy Honda brand Motorcycle products in the future," with an average value of 4.58. The lowest average score is "I am not affected by advertisements placed by Honda brand Motorcycle competitors," with an average value of 4.37.

Thus, to continue to satisfy customers, the company needs to pay attention to features, design, innovation, and competitive prices so that Honda motorcycles will become the main choice of consumers in the future. It is necessary to pay attention to how the penetration and sales promotion are carried out by competitors so as not to affect consumers in choosing Honda brand motorcycle products and services, considering that satisfied consumers will continue to have higher expectations and changeable consumer tastes.

## 5. Brand Loyalty

The results of this study show that the average value on the Brand Loyalty variable is 4.33, which is in the range of the scale of strongly agreeing. Based on the variable data of Service Quality, the 95% interval was obtained of 4.11 – 4.54. With this data, it is believed that 95% of respondents agree that Honda Motorcycle consumers are loyal or loyal to the Honda brand.

In the Brand Loyalty variable, the indicator with the highest average score is "I am loyal to repairing Honda brand motorcycles at Official Workshops," with an average value of 4.37. The lowest average value is "I am ready to pay more if there is a realistic price change towards the service cost at the Honda brand Motorcycle repair shop," with an average value of 4.25. Seeing the loyalty of consumers in repairing motorcycles at Honda's official workshops, it would be better if the company could expand the range of workshops to attract consumers who will remain loyal to service at official workshops. Regarding price changes, the author suggests that companies conduct socialisation and education because it will impact consumer loyalty to the Honda brand.

### Hypothesis Test Results

#### 1. The Influence of Brand Image on Customer Satisfaction

The study results show that brand image has an effect but is not significant on customer satisfaction among Honda brand motorcycle consumers in DKI Jakarta. This is supported by research by Sondakh (2015), Prastiwi, and Rivai (2022), which states that Brand Image has no effect but is not significant to Customer Satisfaction. A strong Brand Image from Honda significantly affects Customer Satisfaction; this is because the brand image of Honda is well known by consumers and as the ruler of the largest motorcycle market share in Indonesia for many years, so that for consumers no matter how the logo, symbol, or term does not become a problem because the Honda brand image has been etched in the minds of consumers.

#### 2. The Effect of Brand Trust on Customer Satisfaction

Firmansyah (2019, p. 141) said that brand trust reflects two important components; the first is consumer confidence that the product can meet the promised value or, in other words, the perception that the brand can meet consumer expectations with the fulfilment of brand promises which ultimately creates customer satisfaction, the second, consumer confidence that the brand can prioritise consumer interests when problems in product consumption arise unexpectedly. However, the study results show that brand trust has an effect but is not significant in customer satisfaction among Honda brand motorcycle consumers in DKI Jakarta. This is supported by previous research conducted by Sinta et al. (2023), where Brand Trust has a negative relationship with Customer Satisfaction, where the higher the consumer believes in a brand, the lower the level of satisfaction. This is due to the expectation that consumers expect to be too high for the company to be unable to meet.

#### 3. The Effect of Service Quality on Customer Satisfaction

The results of this study show that service quality significantly affects customer satisfaction among Honda motorcycle consumers in DKI Jakarta. This result is based on Schiffman and Wisenblit's



(2019, p. 103) statement: service quality is a function of the large gap between service expectations and consumer judgments or perceptions of the services they receive. So that their company fulfils their expectations, they will be assessed and satisfied as one of them. Also, research conducted by Devi and Yasa (2021) shows that service quality affects customer satisfaction. Where the quality of service is better and higher, it will meet consumer expectations to satisfy them.

#### **4. The Influence of Brand Image on Brand Loyalty**

The results of this study can conclude that brand image significantly affects brand loyalty among Honda motorcycle consumers in DKI Jakarta. Kotler, Keller, Goodman, Brady and Hansen (2019, p. 379) said brand image refers to how consumers describe a brand's true verbal and visual expressions, which ushers in the desired psychiatric or emotional associations to maintain what has been in the consumer's mind. So this study proves that Honda Motorcycles have a very strong Brand Image, which also proves what Schiffman and Wisenblit (2019, p. 138) stated that for marketers, a high level of brand loyalty is the most desired result in studying consumers and an indication of they effectively "teach" behaviour to their consumers. The results of this study are also supported by Ervina and Kurniawan (2022), where Brand Image has a positive effect on Brand Loyalty.

#### **5. The Effect of Brand Trust on Brand Loyalty**

Chandra et al., (2020, p. 176) define trust or trust defined as the perception of reliability from the consumer's point of view based on experience or more on the sequence of transactions or interactions characterised by the fulfilment of expectations for product performance and satisfaction. However, the results of this study show that brand trust has a negative and significant effect on brand loyalty among Honda motorcycle consumers in DKI Jakarta. Although the P value is at 0.052 (a difference of 0.002), it is still acceptable if the Brand Trust has enough evidence to reject H0. This is supported by research conducted by Sinta et al. (2023), where the result is that Brand Trust has a negative and significant effect on Brand Loyalty. This research shows that Honda Motorcycle consumers may trust the brand not only in "trusting" alone but also in other factors such as product innovation and customer service that can make them loyal to the Honda brand motorcycle itself.

#### **6. The Effect of Service Quality on Brand Loyalty**

The result of this study is that service quality does not significantly affect brand loyalty among Honda motorcycle consumers in DKI Jakarta. The results of this study are also in line with research conducted by Sammy Natanael (2019), which found that service quality does not significantly affect brand loyalty. Schiffman and Wisenblit (2019, p. 102) say it is more difficult for consumers to evaluate the quality of a service than a product. This is true because of some special service characteristics. This study shows that the Honda Motorcycle Repair Shop industry has not been proven to affect consumer loyalty to the Honda brand. This shows that the role of service quality for certain businesses, such as the two-wheel automotive workshop industry, is not too significant and does not impact the formation of brand loyalty. Therefore, improving the Quality of Service does not affect the increase in Brand Loyalty. Several factors characterise products or services that may not be properly associated with the services provided by the company. Hence, the services provided by the company are not an absolute requirement for consumer loyalty to the Honda brand.

#### **7. The Effect of Customer Satisfaction on Brand Loyalty**

The results of this study show that customer satisfaction significantly influences brand loyalty among Honda motorcycle consumers in DKI Jakarta. Kotler and Amstrong (2021, p. 32) state that customer satisfaction is the key to building mutually beneficial relationships with consumers to maintain and increase consumer growth. Satisfied consumers will repurchase the product/service, give good recommendations to others, pay less attention to advertising, and not buy products from other companies. This research is also supported by research conducted by Devi and Yasa (2021), where Customer Satisfaction has a positive and significant effect on Brand Loyalty. So, in this study, Honda brand motorcycle consumers whose expectations are fulfilled are the key to why consumers can be so loyal to the Honda brand.

### **8. The Influence of Brand Image on Brand Loyalty through Customer Satisfaction**

Brand Image ( $P < .01$ ) and Customer Satisfaction ( $P < .01$ ) on Brand Loyalty ( $< 0.05$ ), as well as the indirect influence of Brand Image on Brand Loyalty through Customer Satisfaction =  $0.08$  (sig) \*  $0.60$  (sig) =  $0.048$ . So the total influence =  $0.38 + 0.048 = 0.428$ . The conclusion is that Customer Satisfaction can mediate the influence of Brand Image on Brand Loyalty. Kotler, Keller, and Chernev (2022:237) say Brand loyalty provides prediction and demand security to companies and creates barriers for competitors to enter the market. So it can be said if. This statement is supported by research from Pamungkas (2019), where there is a significant difference between the Brand Image variable and Brand Loyalty through Nike shoe Customer Satisfaction in Surabaya.

### **9. The Effect of Brand Trust on Brand Loyalty through Customer Satisfaction**

Brand Trust ( $0.05$ ) and Customer Satisfaction ( $P < .01$ ) towards Brand Loyalty ( $< 0.05$ ). The indirect influence of brand trust on brand loyalty through customer satisfaction =  $0.01$  (sig) \*  $0.60$  (sig) =  $0.006$ . So that the total influence =  $-0.10 + 0.006 = -0.094$ . The conclusion is that brand trust negatively influences brand loyalty, which can be mediated by customer satisfaction. (Lumbanraja). Firmansyah (2019, p. 143) states that brands can affect trust in brands. Indrasari Indahsari, p. (2019, p. 82) Customer satisfaction is highly dependent on the customer's perception and expectations. This is also shown by previous research conducted by Devi and Yasa (2021), in which customer satisfaction mediates the relationship between service quality and trust value in brand loyalty. Rollaz Dodo Pamungkas (2019) also proves that significant differences between Customer Satisfaction variables mediate Brand Loyalty. (positive and significant).

### **10. The Effect of Service Quality on Brand Loyalty through Customer Satisfaction**

Service Quality ( $-0.05$ ) and Customer Satisfaction ( $P < .01$ ) to Brand Loyalty ( $< 0.05$ ). As well as the indirect effect of Service Quality on Brand Loyalty through Customer Satisfaction =  $0.79$  (sig) \*  $0.60$  (sig) =  $0.474$ . So the total influence =  $-0.05 + 0.474 = 0.424$ . The conclusion is that Customer Satisfaction can mediate the effect of Quality of Service on Brand Loyalty. Kotler and Amstrong (2021, p. 32) customer satisfaction is key to building mutually beneficial relationships with consumers to maintain and increase consumer growth. Surya (2021, p. 134) explained that brand loyalty is often measured by how many repeat purchases are made or from brand sensitivity. This is also shown by previous research conducted by Devi and Yasa (2021), in which customer satisfaction mediates the relationship between service quality and trust value in brand loyalty.

## Conclusion

Several conclusions were drawn after analysing the research data regarding brand image, brand trust, and service quality regarding customer satisfaction and brand loyalty among Honda motorcycle users in DKI Jakarta. Consumers strongly agree they are familiar with Honda motorcycles and trust the brand's quality and service. While Honda's brand image is well-established, it does not significantly impact customer satisfaction, as consumers already have a strong perception of the brand. Similarly, Brand Trust has a negative but non-significant effect on Customer Satisfaction, indicating that high trust may lead to unmet expectations. In contrast, Service Quality significantly positively affects Customer Satisfaction, showing that better service improves satisfaction levels. The study also reveals that Brand Image significantly affects Brand Loyalty, highlighting the importance of a strong brand in fostering customer loyalty. However, Brand Trust negatively affects Brand Loyalty, suggesting that other factors, such as product innovation, may play a larger role. Interestingly, Service Quality does not directly impact Brand Loyalty, suggesting that other factors influence loyalty in the motorcycle service industry. Customer Satisfaction, however, significantly affects Brand Loyalty and mediates the relationship between Brand Image, Brand Trust, Service Quality, and Brand Loyalty, emphasising the need for companies to focus on satisfying their customers to foster long-term loyalty.

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