

THE INFLUENCE OF PRODUCT QUALITY, *BRAND IMAGE*, AND *BRAND TRUST* ON CUSTOMER LOYALTY OF HONDA VARIO MOTORCYCLE PRODUCTS AT THE HONDA MARGO MULYO MEGAH DEALERSHIP, SOUTH JAKARTA

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Abstract:

This study aims to determine Product Quality, Brand Image, and Brand Trust on Customer Loyalty for Honda Vario Motorcycle Products at the Honda Margo Mulyo Megah Dealer Pasar Minggu, South Jakarta. The technique uses Multiple Linear Regression Analysis and uses the SPSS program. The results of this study indicate that the partial regression coefficient of the Product Quality variable (X1) has no positive and significant effect on customer loyalty for Honda Vario motorcycle products based on the t-count value of $0.616 < 1.984$ t table and sig value $0.540 > 0.05$. The existence of a partial regression coefficient of the Brand Image variable (X2) has no positive and significant effect on Customer Loyalty for Honda Vario products based on the t-count value of $1.714 < 1.984$ and the sig value of $0.090 > 0.05$. And the partial regression coefficient of the Brand Trust variable (X3) has a positive and significant effect on customer loyalty for Honda Vario products based on the t-count value of $2.228 > 1.984$ t table and sig value of $0.028 < 0.05$. Partially among the three variables whose results are significant is the Brand Trust Variable (X3) with a t-count value of $2.228 > 1.984$ t table and a sig value of $0.028 < 0.05$. The results of this study expect that trust can increase Brand Trust (X3) which can support Customer Loyalty.

Keywords : Product Quality, Brand Image, Brand Trust, and Customer Loyalty

INTRODUCTION

As time goes by, the progress of the times is getting more modern, the mode of transportation continues to grow more sophisticated. Motorcycles are transportation that continues to grow because it is considered effective and efficient in accordance with the market share in Indonesia. In Indonesia, automatic motorcycles are the most sought after motorcycle criteria for the Indonesian people, because automatic motorcycles are more comfortable to use than sport motorcycles and mopeds. Sales of automatic motorcycles in Indonesia still dominate for two-wheeled motorcycle sales. It is proven by the sales of automatic motorcycles in Indonesia in March 2021 of 366,717 units. We can conclude that automatic motorcycles are still the most popular motorcycle criteria in Indonesia.

PT Astra Honda Motor (AHM) is one of the pioneers of motorcycle business in

Indonesia. With the continued development of the automotive industry, Astra Honda Motor (AHM) does not want to be outdone by other manufacturers in innovating its products and technology. Of several Honda products, Honda vario is one of Honda's products that is quite in demand by the people of Indonesia because Honda Vario always follows the needs and desires of customers, not only in terms of design, but from the technology is increasingly sophisticated.

Honda is also inseparable from very tight market competition with other motorcycle manufacturers. Honda must continue to develop so that it is expected to excel in competition. Until now Honda has competitors, namely Yamaha and Suzuki who always innovate in their products. The following will be displayed the best-selling motorcycles in Indonesia in 2020.

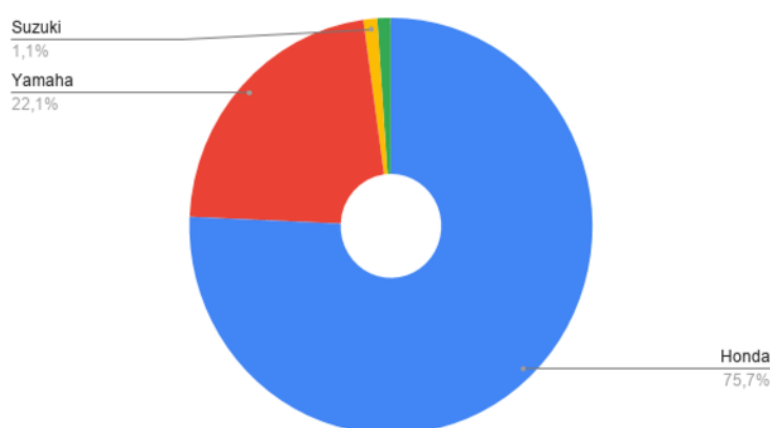


Figure 1. Best Selling Motorcycles in Indonesia 2020

Source : Indonesian Motorcycle Association (AISI) the best-selling motorcycles in Indonesia in 2020

Based on figure 1. Honda became the best-selling motorcycle with a percentage of 75.7% It can be seen that Yamaha and Suzuki are the strongest competitors that must be considered by Honda in marketing strategy. The next rank was followed by Yamaha which was also the best-selling motorcycle with a percentage of 22.1%, and Suzuki also became the next best-selling motorcycle with a percentage of 1.1%. So it can be concluded that people buy more Honda motorcycle products.

Honda vario is an automatic transmission motorcycle or commonly referred to as an automatic engine motorcycle created by Astra Honda Motor. Honda vario was first created in 2006 and until now Honda vario has had 6 generations. Honda vario must have the right marketing strategy so that it is expected to dominate market share. The following will be displayed the top brand index for 2019-2021.

Table 1. Top Brand Index

BRAND	TBI 2019	BRAND	TBI 2020	BRAND	TBI 2021
Honda Beat	36.3%	Honda Beat	35.8%	Honda Beat	35.6%
Honda Vario	18.5%	Honda Vario	24.5%	Honda Vario	21.9%
Yamaha Mio	12.9%	Yamaha Mio	13.6%	Yamaha Mio	12.9%
Honda Scoopy	9.1%	Honda Scoopy	8.9%	Honda Scoopy	12.1%
Honda PCX	4.4%	Honda PCX	5.1%	Honda PCX	5.2%

Source : Top Brand Index

Based on table 1 data. We can see that the Honda Vario motorcycle is included in the top brand index list, in 2019 the Honda Vario is ranked second with the results of a national-scale independent survey of 18.5%, and in 2020 the Honda Vario is still in second place with a result of 24.5%, and in 2021 the Honda Vario is still in second position with a survey result of 21.9% which has not been calculated as a whole because the survey results have not been carried out until the end of 2021. Honda Vario has fluctuating market share control, especially in 2020-2021 which experienced a decrease in market share by 2.6%. From the table above it can be seen that Honda is the best-selling motorcycle company but has decreased market share.

Honda vario products as motorcycle products sold by Honda Margo Mulyo Megah Dealers experienced a decrease in market share. The following will display Honda Vario motorcycle sales data at Honda Margo Mulyo Megah Dealer, Pasar Minggu, South Jakarta.

Table 2. Honda Vario Dealer Margo Mulyo Megah 2021 Sales Data

PERIOD	NUMBER OF UNITS
TRW I	31
TRW II	24
TRW III	20
TRW IV	35
SUM	102

Source : Honda Margo Mulyo Megah Dealer, 2021

Based on sales data in table 2. We can see that Honda Vario motorcycle sales in the first quarter sold 19 units, in the second quarter sold 28 units, in the third quarter sold 20 units, and in the fourth quarter sold 35 units. Honda Vario sales decreased in Q2-III. This phenomenon can illustrate the problem of customer loyalty. This problem with customer loyalty is influenced by Product Quality (X1), Brand Image (X2) and Brand Trust (X3).

(Rangkuti, 2002), "Customer Loyalty is customer loyalty to an industry, product and brand". A customer is someone who repeatedly comes to the same place to fulfill his desires by owning or getting a good or service and then paying for the product or service.

Problems with Product Quality (X1) that affect Customer Loyalty (Y) (Ramdani, 2017). Astra Honda Motor must strive to continue to improve the quality of its products, namely Honda Vario motorcycles in order to win market competition in order to maintain consumer loyalty that can be influenced by Product Quality. According to (Kotler & Armstrong, 2008) Product quality "the ability of a product to demonstrate its various functions including durability, reliability, accuracy and ease of use".

Problems with Brand Image (X2) that affect customer loyalty (Y) (Purwanto & Widodo, 2019). (Kotler, 2012) "Brand image is the perceptions and beliefs held by consumers, as reflected by associations embedded in consumer memory". Brand Image is an identity of Honda Vario motorcycle products that appear in the minds of customers. A good product identity can create customer loyalty.

Problems with Brand Trust (X3) that affect Customer Loyalty (Y) (Adiwibowo & Tresnati, 2018). Brand trust is "a customer's desire to rely on a brand with risks because expectations of the brand will lead to positive results" (Sook, Han & Geok, Theng, 1999). Brand trust in vario motorcycles can have a positive impact on customer loyalty.

Honda Margo Mulyo Megah dealer is the largest dealer in Pasar Minggu, South Jakarta, so many sell Honda Vario motorcycles. One of the products sold at the dealership is the Honda Vario and has gained many customers. The dealer also provides sales, repairs and services.

This study aims to analyze the effect of product quality, brand image, and brand trust on customer loyalty of Honda vario motorcycle products at the Honda Margo Mulyo Megah Pasar Minggu dealership, South Jakarta, with the benefits of providing information to the public, contributing to the development of academic science, and potential implications in improving marketing strategies and customer satisfaction in the automotive industry.

RESEARCH METHODS

The research method used in this study is quantitative research. The object of research is Honda Vario motorcycle users at Honda Margo Mulyo Megah Dealership Pasar Minggu South Jakarta, focusing on the influence of Product Quality, Brand Image, and Brand Trust on Customer Loyalty. The main data source comes from questionnaires filled out by respondents, with the type of primary data obtained directly through questions in the questionnaire.

The population of this study is buyers and users of Honda Vario motorcycles at Honda Margo Mulyo Megah Dealership, Pasar Minggu, South Jakarta. The research sample was taken as many as 100 respondents using the non-probability purposive sampling method, with the criteria of respondents as owners and users of Honda Vario motorcycles at least one year of use.

The data collection method was carried out through the distribution of questionnaires to respondents in the period December 15 to January 2, 2022, using Google Form media. The questionnaire was designed to measure respondents' perceptions of Product Quality, Brand Image, Brand Trust, and Customer Loyalty using the Likert scale.

Data analysis is carried out using descriptive analysis methods to explain the characteristics of the collected data. Furthermore, inferential analysis, specifically multiple linear regression, is used to test hypotheses and identify the influence of the independent variable on the dependent variable. Classical assumption tests such as normality tests, multicollinearity tests, heterokedasticity tests, and autocorrelation tests are used to ensure the validity of regression models.

Validity and reliability tests are also carried out on research instruments, with certain criteria to assess the extent to which questionnaires are reliable and valid. Finally, the model feasibility test uses the F test and the coefficient of determination (R²) to evaluate the success of the regression model in explaining data variability. The t test is performed to see the effect of the independent variable partially on the dependent variable. The entire research method is expected to provide a deep understanding of the factors that influence customer loyalty to Honda Vario motorcycle products at the Honda Margo Mulyo Megah Dealership, Pasar Minggu, South Jakarta.

RESULTS AND DISCUSSION

Normality Test

This test is used to measure data on ordinal, interval, and ratio scales. To find out whether the data is normal or not, then use the Kolmogorov-Smirnov statistical test. Based on the results of the table from the *Kolmogorof-smirnof One Sample table*, a probability number or Asymp. Sig. (2-tailed) is *obtained*. This value will be compared to 0.05 or a

signification level of 5%.

**Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardize d Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,84492145
	Most Extreme Differences	
	Absolute	,119
	Positive	,119
	Negative	-,117
Test Statistic		,119
Asymp. Sig. (2-tailed)		,110c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction. Sumber data: Data SPSS diolah

Based on Table 3 above, it can be seen that the value of *Asymp. Sig. (2-tailed)* is 0.110 above 0.05 or ($0.110 > 0.05$) which means that in this study both *dependent* and *independent* variables have normally distributed data.

Multicollinearity Test

The purpose of testing the classical assumptions of the multicollinearity test is to find out whether or not there is a correlation between independent variables in the regression model. And to find out and detect the presence or absence of multicollinearity in the regression model is done by looking at *the tolerance* value and *the Variance Inflation Factor (VIF)* value which can be seen from the SPSS output results. The recommended values to prove the absence of multicollinearity problems are *Tolerance value* > 0.10 and *VIF value* < 10 . The results of the Multicollinearity Test can be seen in the table below.

Table 4. Multicollinearity Test Results Coefficients^a

Model	Collinearity Statistics	
	Tolerance	BRI GHT
QualityProducts	,224	4,471
BrandImage	,266	3,760
BrandTrust	,339	2,949

Dependent Variable: Customer Loyalty Source: SPSS data processed

Based on table 4 of the Multicollinearity Test results, we can see that the *tolerance* value of the product quality variable is 0.224, brand image is 0.266, and brand trust is 0.339. As for the *Variance Inflation Factor (VIF)* value of product quality variables, namely 4,471, brand image of 3,760, and brand trust of 2,949. From the explanation that has been explained, the

tolerance value of all independent variables has a value of more than 0.1 and the Variance Inflation Factor (VIF) value of all independent variables has a value of less than 10. Then it can be concluded that there is no multicollinearity

Heteroscedasticity Test

If the residual variance from one observation to another observation is fixed, it is called homoscedasticity, but if the residual variance from one observation to another changes it is called heteroscedasticity. In this study using the Glacier Test method. This method aims to test and find out whether in the regression model there is a variance inequality from the residual of one observation to another. And if the calculated T value is smaller than the table T and significant is more than 0.05, heteroscedasticity does not occur. And if the calculated T value is greater than the table T and the significant value is smaller than 0.05 then heteroscedasticity occurs. The results of the Heteroscedasticity Test can be seen in the table below:

Table 5. Test Results of Heteroscedasticity Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4,978	1,003		4,965	,000
QualityProducts	-,116	,068	-,343	-1,703	,092
BrandImage	,064	,126	,095	,511	,610
BrandTrust	-,098	,151	-,106	-,650	,517

Dependent Variable: Abs_RES Source: SPSS data processed

Based on table 5 of the Heteroscedasticity Test Results above, it can be seen that the value of each independent variable, namely product quality (X1), brand image (X2), and brand trust (X3) using the glacier model method, obtained significant test results greater than 0.05. So the data in this study did not occur heteroscedasticity so that this research can be continued.

Autocorrelation Test

Autocorrelation test is used to see the magnitude of the relationship and the influence of each independent variable on the dependent variable customer loyalty. In the autocorrelation problem detection procedure can be used Durbin-Watson magnitude. The results in the Autocorrelation Test are as described in the following table:

Table 6. Autocorrelation Test Model^{Summary b}

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Telescope-Watson
	,626a	,392	,373	1,874	1,802

Predictors: (Constant), BrandTrust, BrandImage, QualityProducts Dependent Variable: Customer Loyalty

Source: SPSS data processed

Based on table 6 the Durbin-Watson (DW) value is 1.802. This value to detect the presence or absence of autocorrelation, can be tested using the Durbin-Watson (DW) method from the number of independent variables 3 (K = 3), n = 100, then the value of dl 1.613 and

du value 1.736 will be obtained with the following conditions:

From $4 - d_w < 4$ – from

$1,736 < 1,802 < 4 - 1,736$

$1,736 < 1,802 < 2,264$

From the explanation that has been described, it can be concluded that there is no autocorrelation in this study.

Inferential Analysis

1) Double Linier Regression Analysis

Multiple linear regression analysis aims to determine how much influence product quality (X1), brand image (X2), and brand trust (X3) have on customer loyalty (Y). The following are the results of multiple linear regression analysis calculations using the *SPSS for windows 23 series computer* application:

Table 7. Multiple Linear Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	,774	1,640		,472	,638
QualityProducts	,069	,112	,104	,616	,540
BrandImage	,353	,206	,265	1,714	,090
BrandTrust	,551	,247	,305	2,228	,028

a. Dependent Variable: Customer Loyalty Source: SPSS data processed

Based on table 7 can be known the multiple linear regression coefficients which can be known by the following linear equation:

$$Y = 0,104X_1 + 0,265X_2 + 0,305X_3$$

Information:

Y = Customer Loyalty X1 = Product Quality

X2 = Brand Image X3 = Brand Trust

e = Standard Error

1. The partial regression coefficient of the Product Quality variable (X1) is 0.104 with a positive sign. Which means that the higher the customer's perception of Product Quality, the more Customer Loyalty will increase.
2. The partial regression coefficient of the Brand Image (X2) variable is 0.265 with a positive sign. Which means that the higher the customer's perception of Brand Image, the more Customer Loyalty will increase.
3. The Brand Trust variable partial regression coefficient (X3) is 0.305 with a positive sign. Which means that the higher the customer's perception of Brand Trust, the more Customer Loyalty will increase.

Test Model Eligibility

1) Test F

The F test is used to determine the feasibility of the regression model to be used by comparing $F_{\text{calculate}} \leq F_{\text{table}}$ and $\text{sig} > 0.05$ then H_0 is accepted, which means (the regression model is invalid) and if $F_{\text{calculate}} \geq F_{\text{table}}$ and $\text{sig} < 0.05$ then H_0 is rejected, which means (regression model is valid)

And to find out the significance between the independent variable and the dependent variable, namely by using the ANOVA test. The test results of this study using a significance of 0.5 are as follows:

Tableau, 8. Uji F ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Say.
Regression	217,270	3	72,423	20,633	,000b
Residual	336,970	96	3,510		
Total	554,240	99			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), BrandTrust, BrandImage, QualityProducts Source: SPSS data processed

Based on table 8 shows the calculated F value of 20.633 with a significant value of 0.000. Based on these data, $F_{\text{calculate}} > F_{\text{table}}$ ($20.633 > 2.70$) and sig values of $0.000 < 0.5$ which means H_0 is rejected. So it can be concluded that in this study the model is feasible to be used based on the value of significance obtained. All independent variants can explain any change in the value of the dependent variable because it has a significant effect.

2) Test Coefficient of Determination (R²)

The regression coefficient is used to measure how far the model is able to explain the dependent variable. The results of the coefficient of determination (R²) test are as follows:

Table 9. Test Coefficient of Determination (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Telescope-Watson
1	,626a	,392	,373	1,874	1,802

a. Predictors: (Constant), BrandTrust, BrandImage, ProductQuality

b. Dependent Variable: Customer Loyalty Source: SPSS data processed

Based on table 4.26, the calculation results for the Adjusted R.Square (R²) value are obtained with the number of coefficient of determination $R^2 = 0.373$ or 37.3%. This means that the ability between independent variables consisting of product quality variables, brand image, and brand trust explains the dependent variable, namely customer loyalty of Honda Vario motorcycle products by 37.3%. The rest is ($100\% - 37.3\% = 62.7\%$) which means 62.7% is influenced by other variables that were not studied in this study.

3) Test t

Partial test (T test) is a test used to show how far the influence of one independent variable consisting of product quality, brand image, and brand trust in explaining the dependent variable, namely customer loyalty of Honda Vario motorcycle products partially. Based on the calculation results, the calculated t value and its significance are as follows:

Table 10. Partial Test (Test t)

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	,774	1,640			,472	,638
QualityProducts	,069	,112	,104		,616	,540
BrandImage	,353	,206	,265		1,714	,090
BrandTrust	,551	,247	,305		2,228	,028

a. Dependent Variable: Customer Loyalty Source: SPSS data processed

The influence of each variable of Product Quality, Brand Image, and Brand Trust on Customer Loyalty can be seen in the direction sign and the level of significance. Based on the calculation results of the t test in table 4.22, it can be explained as follows:

1. H1 : Product Quality does not have a positive and significant effect on customer loyalty

Based on the results of the t test in table 4.27, it can be explained that the effect of the Product Quality variable on Customer Loyalty which can be seen from the calculated t value of $0.616 < 1.984$ t table and the sig value of $0.540 > 0.05$. Then H0 is accepted and H1 is rejected which states that Product Quality does not have a positive and significant effect on Customer Loyalty.

2. H2: Brand Image does not have a positive and significant effect on Customer Loyalty.

Based on the results of the t test in table 4.27, it can be explained that the influence of the Brand Image variable on Customer Loyalty which can be seen from the calculated t value of $1.714 < 1.984$ and the sig value of $0.090 > 0.05$. Then H0 is accepted and H2 is rejected, which states that Brand Image does not have a positive and significant effect on Customer Loyalty.

3. H3: Brand Trust has a positive and significant effect on Customer Loyalty.

Based on the results of the t test in table 4.27, it can be explained that the influence of the Brand Trust variable on Customer Loyalty which can be seen from the calculated t value of $2.228 > 1.984$ t table and the sig value of $0.028 < 0.05$. Then H0 is rejected and H3 is accepted, which states that Brand Trust has a positive and significant effect on Customer Loyalty.

Discussion

The Effect of Product Quality on Customer Loyalty of Honda Vario Motorcycle Products

Based on the results of this study with data processing using SPSS version 23, it was found that Product Quality consisting of Form, Features, Performance, Conformance, Durability, Reliability and Repairability indicators did not have a positive and significant influence on Customer Loyalty of Honda Vario motorcycle products at Honda Margo Mulyo Megah Dealer Pasar Minggu South Jakarta. This is shown by the results of the calculated t number of $0.616 < 1,984$ t table and the significant level is greater than 0.05 which is 0.540. This means that Product Quality does not have a positive and significant effect on Customer Loyalty.

According to (Kotler & Keller, 2009) "Product Quality is the totality of features and characteristics of a product or service that depends on the ability to satisfy the asked or

implied needs". Product quality according to (Kotler & Armstrong, 2008) "is the ability of a product to demonstrate various functions including durability, reliability, accuracy and ease of use". Based on the statement above, it can be concluded that product quality is a characteristic and function of a product in order to facilitate and satisfy customers.

But in this study product quality did not have a positive and significant influence on customer loyalty of Honda Vario motorcycle products. Product Quality does not affect Customer Loyalty because there is a gap, namely the mismatch of customer expectations with accepted product quality standards (Joko Bagio Santoso, 2019). This can be seen from the gap, namely the mismatch of customer expectations with the quality of Honda Vario products provided by Honda Margo Mulyo Megah Dealer, Pasar Minggu, South Jakarta. Customers are not satisfied with the Quality of Honda Vario Products, especially in the design and quality of Honda Vario motorcycles are not in accordance with the expected standards, customers also complain that the variant models of the Honda Vario are still less varied and also slight and less attractive color variations (<https://www.oto.com/motor-baru/honda/vario-150-esp>). So this can be the cause of product quality does not have a positive and significant effect on customer loyalty.

This is in accordance with research conducted by (Joko Bagio Santoso, 2019) which states that Product Quality does not have a positive and significant effect on Geprek Benu Customer Loyalty due to the gap between expectations and the quality of products received. Where the results of the study show that there is a gap due to the Product Quality of the food served by geprek benu is not in accordance with customer expectations due to the uneven distribution of sizes / portions and the lack of maturity level of geprek benu products.

The Influence of Brand Image on Customer Loyalty of Honda Vario Motorcycle Products

Based on the results of this study with data processing using SPSS version 23, it was found that Brand Image consisting of Brand Attribute, Aspirational Brand, and Experience Brand indicators did not have a positive and significant influence on customer loyalty of Honda Vario motorcycle products at the Honda Margo Mulyo Megah dealership Pasar Minggu South Jakarta. This is shown by the results of the calculated t number of $1.714 < 1.984$ t table and the significant level is greater than 0.05 which is 0.090. And thus it means that Brand Image does not have a positive and significant effect on Customer Loyalty.

According to (Kotler, 2012) "brand image is the perception and beliefs held by consumers, as reflected by associations embedded in consumer memory". then according to (Surachman, 2008) defines "brand image as a public view of the brand of a product". Based on the statement above, it can be concluded that Brand Image is a memory or consumer view of a product.

However, in this study, Brand Image did not have a positive and significant influence on Customer Loyalty. The Brand Image does not affect Customer Loyalty because customers place the image of competitors better than the brand (Ridwan Arifin, 2020). The Brand Image of the Honda Vario does not affect customer loyalty because customers place Honda Vario competitors better in their Image (<https://oto.detik.com/motor/d-5240876/pilih-yamaha-aerox-155-atau-honda-vario-150-harga-cuma-beda-rp-1-jutaan>). So this can be the cause of Brand Image does not have a positive and significant effect on Customer Loyalty.

This is in accordance with research conducted by (Indah Indria Mangore, 2015) which states that brand image does not have a positive and significant effect on Tupperware Customer Loyalty. Where the results of this study show that customers buy Tupperware products not because of Brand Image, but customers become loyal because they judge from other variables.

The Influence of Brand Trust on Customer Loyalty of Honda Vario Motorcycle Products

Based on the results of this study with data processing using SPSS version 23, it was found that Brand Trust consisting of Brand Reliability and Brand Intention indicators had a positive and significant influence on Customer Loyalty of Honda Vario motorcycle products at the Honda Margo Mulyo Megah dealership Pasar Minggu South Jakarta. This is shown by the results of the calculated t number of $2.228 > 1.984$ t table and the significant level is smaller than 0.05 which is 0.028. And thus it means that Brand Trust has a positive and significant effect on Customer Loyalty. This can be shown by the largest Mean of the Brand Trust variable of 4.32 with the statement "I feel that the Honda Vario bike has met my expectations as the bike I want".

According to (Mowen & Minor, 2002) "Brand trust is the power of trust that a product has certain attributes". Brand trust has a very important role for brands. If brand trust cannot be increased, it can result in decreased public trust in the product. Then according to (Chauduri & Holbrook, 2001) "defines brand trust (brand trust) as the willingness of the average consumer to depend on the ability of a brand to carry out all its uses or functions". Based on the statement above, it can be concluded that Brand Trust is public trust in a product that has certain attributes.

The results of this study are in line with the results of research (Antara et al., 2020) which states that Brand Trust partially has a positive and significant effect on customer loyalty. This shows that Brand Trust can affect customer loyalty to a brand because trust can increase customer willingness to remain dependent on a brand and can create Customer Loyalty.

CONCLUSION

Based on the results of research on Product Quality, Brand Image, and Brand Trust on Customer Loyalty. So several conclusions were obtained that the quality of the product did not have a positive and significant effect on Customer Loyalty of Honda Vario motorcycle products at the Honda Margo Mulyo Megah dealership, Pasar Minggu, South Jakarta. Brand Image does not have a positive and significant effect on Customer Loyalty of Honda Vario motorcycle products at Honda Margo Mulyo Megah Dealer, Pasar Minggu, South Jakarta. And Brand Trust has a positive and significant effect on Customer Loyalty of Honda Vario Motorcycle products at the Honda Margo Mulyo Megah dealership, Pasar Minggu, South Jakarta.

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