Honda and It's Dominance in Indonesia: The Unforgettable Key to Customer Satisfaction

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Article Info	ABSTRACT
	This study aims to explore the relationship between product quality, brand image, purchasing decisions, and customer satisfaction within the context of Honda motorcycle brand. A total of 96 respondents who owned Honda motorcycles in Jakarta participated in the research, employing a non-probability sampling technique, specifically purposive sampling. The research utilized descriptive and inferential analyses, facilitated by the SmartPLS 4.0.9.9 application. The findings revealed several significant relationships: Firstly, both product quality and brand image positively and significantly influence purchasing decisions. Secondly, product quality and brand image also individually contribute positively and significantly to customer satisfaction. Thirdly, purchasing decisions positively and significantly impact customer satisfaction. Furthermore, mediation analysis indicated that product quality and brand image, mediated through purchasing decisions, positively and significantly influence customer satisfaction. This study underscores the critical role of product quality and brand image in shaping purchasing decisions and subsequent customer satisfaction, particularly within the Honda motorcycle brand context. These findings provide valuable insights for marketers and managers aiming to enhance customer satisfaction and brand loyalty.
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INTRODUCTION

Ensuring consumer satisfaction is crucial for a company's success in meeting market expectations. This requires creating products that align with customer expectations and desires (Jaya & Gumanti, 2023). Recognizing customer satisfaction as paramount, companies must focus on cultivating a positive image, especially in the automotive industry (Radhiana & Mukhdasir, 2019). With increasing alternative options for products, entrepreneurs must compete by providing added value (Suryana, Fauziah, & Purnami, 2023). Management's ability to influence customer decisions is key to winning this competition (Karomah, Estiana, Rosita, & Susanti, 2022). Honda, a leading brand with a national reputation, has gained community trust and dominance in the Indonesian motorcycle market (Darnelly, Fitriani, & Aufa, 2020). Reports from the Indonesian Motorcycle Industry Association (AISI) show a significant increase in motorcycle sales,

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reflecting the necessity of vehicles for daily activities (Dataindonesia.id, 2023). Long travel distances make human activities challenging without vehicles, leading to reliance on various modes of transportation such as cars, motorcycles, or other means (Zenianto & Mubarak, 2019). The following is the contribution of Honda motorcycle sales to the National motorcycle market:

Table 1. Market Share Honda in national motorcycle market

Year	National Sales (in unit)	Growth	Honda Sales (in unit)	Honda Market Share
2019	6,487,460	1.63%	4,910,688	75.70%
2020	3,660,616	-43.57%	2,892,168	79.01%
2021	5,057,516	38.16%	3,928,788	77.68%
2022	5,221,470	3.24%	3,990,112	76.42%
2023 (until Sep 2023)	4,721,683	-9.57%	3,645,167	77.20%

The unquestionable quality of Honda motorcycle products is a key factor, supported by rigorous quality tests and prompt responses to consumer concerns(CNBC Indonesia, 2023). A positive brand image directly influences user numbers, attracting consumers to Honda motorcycles (Otomotif Tempo, 2023). Various Honda motorcycle series being included in the (Top Brand, 2023) further confirms this:
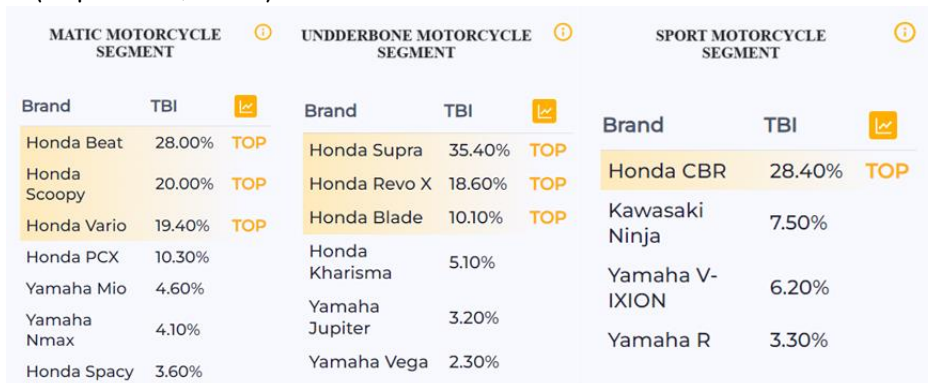

Figure 1. Top Brand Award for Automotive Category

Many consumers opt for Honda motorcycles, supported by PT Astra Honda Motor's (AHM) statement highlighting their dominance in the national motorcycle market, with significant sales growth in the first quarter of 2023. Predictions suggest continued sales growth until year-end (Kompas.id, 2023). PT Astra Honda Motor (AHM) also fosters customer satisfaction through initiatives like the National Honda Service Contest 2023, engaging 5,874 contestants, aiming for heightened consumer satisfaction (Viva.co.id, 2023). Product quality is determined by performance and longevity. Buyers value well-made products, showcasing durability, trustworthiness, ease of use, and accuracy in maintenance, among other attributes. Products typically fit into four quality levels: low, average, good, and very good (Nugraha et al., 2021). Product quality entails unique value in the seller's offering compared to competitors'. Businesses strive to highlight and assess

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their product quality vis-à-vis competitors. However, superior appearance alone doesn't guarantee top quality if it doesn't meet market needs. (Firmansyah, 2019). Furthermore, on the other hand (Firmansyah, 2019) indicates that indicators of product quality consist of:

1. Performance: This pertains to the fundamental operational attributes of a product.
2. Durability: Encompasses how long a product will endure or the period before it necessitates replacement. The more frequently consumers use it, the greater its durability.
3. Conformance to specifications: The degree to which the fundamental operational attributes of a product align with specific consumer requirements or the absence of defects in the product.
4. Features: Attributes devised to augment the functionality of the product or generate increased consumer interest.
5. Reliability: The likelihood that the product will function satisfactorily or not within a designated timeframe. The lower the risk of malfunction, the more dependable the product.
6. Aesthetics: Connected to how the product's appearance is perceived in terms of sight, taste, smell, and shape.
7. Perceived quality: Often viewed as an outcome of indirect assessments because consumers may lack understanding or information about the product. Consequently, consumer perceptions of the product are influenced by factors such as price, brand, advertising, reputation, and country of origin.

Brand image is a culmination of consumer perceptions shaped by past experiences, evolving beyond mere symbols to become a crucial aspect of company-customer interaction (Sitorus et al., 2022). Brand image refers to the symbols, phrases, and designs a company uses to differentiate its products, shaping consumers' perceptions of the brand and its products (Firmansyah, 2019). There are three indicators of brand image according to (Daga, 2017):

1. Corporate Image: This pertains to a collection of perceptions held by consumers about the company responsible for a specific product or service. The company's image encompasses aspects such as popularity, credibility, corporate connections, and the characteristics of its user base.
2. User Image: This pertains to a collection of perceptions held by consumers about the individuals who utilize a specific product or service. It incorporates considerations related to the users themselves and their societal standing.
3. Product Image: This pertains to a collection of perceptions held by consumers about a particular product or service. It includes the product's features, the advantages it offers to consumers, and the assurances derived from using the product.

The decision-making process involves consumers identifying goals or behaviors they wish to accomplish. Subsequently, decisions are made regarding the behaviors they intend to adopt. Problem-solving is an ongoing feedback loop involving environmental factors, cognitive and emotional processes, and behavioral actions. The process comprises four stages: problem recognition, assessment of alternatives, purchase, and post-purchase

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evaluation (Firmansyah, 2019). The decision to purchase involves amalgamating information to assess multiple behaviors, culminating in selecting one (Indrasari, 2019). Kotler, as cited in (Indrasari, 2019) has proposed that the indicators of the purchase decision process are:

1. The purpose of buying a product;
2. Information processing leading to brand selection;
3. Confidence in a product;
4. Providing recommendations to others;
5. Making repeat purchases.

Customer satisfaction significantly impacts consumer behavior. Satisfied consumers tend to remain loyal and may advocate for the product or brand, while dissatisfied consumers are likely to switch brands, lodge complaints, and spread negative experiences (Firmansyah, 2020). Because there are so many customers using the product, and each customer uses it differently, with different attitudes and communication styles. Generally, satisfaction programs have several indicators, as mentioned by (Indrasari, 2019):

1. Meeting expectations;
2. Interest in returning visits;
3. Willingness to recommend.

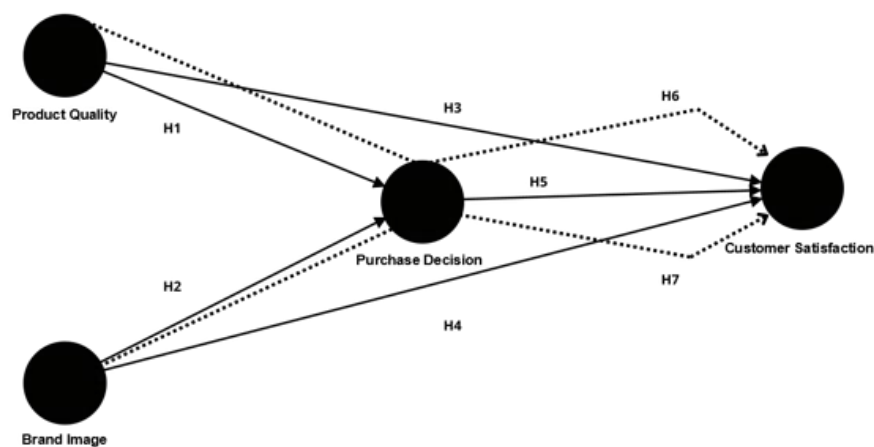Based on the explanation above, the framework of thought in this research is as follows:

Figure 2. Research Conceptual Framework

Based on the problem formulation and conceptual framework provided earlier, the researcher posits the following research hypotheses:

1. The quality of the product significantly and positively influences consumers' decisions to purchase the Honda motorcycle brand.;
2. The brand image significantly and positively affects consumers' decisions to purchase the Honda motorcycle brand;
3. The quality of the product has a positive and significant impact on the satisfaction of customers who choose the Honda motorcycle brand;

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4. The brand image has a positive and significant impact on the satisfaction of customers who choose the Honda motorcycle brand;
5. Consumers' decisions to purchase significantly and positively influence the satisfaction of customers who choose the Honda motorcycle brand.;
6. The quality of the product significantly and positively impacts the satisfaction of customers who choose the Honda motorcycle brand through their purchasing decisions;
7. The brand image significantly and positively influences the satisfaction of customers who choose the Honda motorcycle brand through their purchasing decisions.

METHOD

The research in this study employs a quantitative analysis approach with the ex-post facto concept used in evaluation to determine possible cause-and-effect relationships (Abdullah et al., 2022). In this research, the causes are product quality and brand image, and their effects are on the purchasing decisions and satisfaction of Honda motorcycle consumers. To collect data for this research, a Google Form was utilized and distributed to the respondents. The research location for this study is in the Jakarta region, which includes South Jakarta, Central Jakarta, West Jakarta, East Jakarta, and North Jakarta, with a total of 96 respondents. The duration of the research is six months, starting from July to December 2023.

Sample is a subset of the population taken using a sampling technique (Abdullah et al., 2022). In this study, a non-probability sampling method known as purposive sampling is employed. In this sampling approach, every member of the population is not given an equal opportunity to be selected as a sample participant (Hardani, Andriani, Ustiawaty, & Utami, 2020). The criteria used for sampling in this research are that respondents must be owners of Honda brand motorcycles, have used a Honda motorcycle for at least 1 year, be at least 17 years old, and reside in the Jakarta city area.

Since the population for this research is unknown, the Lemeshow formula is employed to determine the number of respondents in this study. The formula used is as follows (Mukhid, 2021):

$$n = \frac{z^2_{1-\frac{\alpha}{2}} P(1-P)}{d^2} \qquad n = \frac{1{,}96^2 \cdot 0{,}5(1-0{,}5)}{0{,}10^2}$$

$$n = \frac{3{,}8146 \cdot 0{,}25}{0{,}01} \qquad n = \frac{0.964}{0{,}01} \qquad n = 96$$

n : Number of samples (96 respondents)
z   : Standard score based on a certain confidence level (in this research, the confidence level is 95%)
P : case focus (parameter estimation in this research is 50% → 0.5)
d : alpha value (in this research, with a 10% error)

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The research gathers primary data via a customer satisfaction survey from Honda motorcycle owners. Additionally, online reviews and customer feedback from various platforms offer a digital consumer perspective. Operational Definition of Research Variables:

Table 2. Operational Definition of Research Variables

Variable	Definition	Indicator	Size
Product Quality (X_1)	Product quality is defined by how well a product performs and how long its performance lasts. Buyers admire products that are well-made and appreciate the quality and performance, ultimately demonstrating the durability, trustworthiness, ease of operation, and maintenance accuracy, along with other evaluative attributes. Most products available in the market initially fall into one of four quality levels: low quality, average (medium) quality, good quality (high), and very good quality (Nugraha et al., 2021)	1. Performance; 2. Durability; 3. Conformance to specifications; 4. Features; 5. Reliability; 6. Aesthetics; 7. Perceived quality. (Firmansyah, 2023)	Likert
Brand Image (X_2)	Brand image is a reevaluation of all the impressions associated with a brand that have been shaped by consumers' past information and experiences. This is because a brand goes beyond being just a name or symbol; it evolves into a pivotal element in the interaction between the company and its customers (Sitorus et al., 2022).	1. Corporate Image; 2. User Image; 3. Product Image. (Daga, 2017)	Likert
Purchase Decision (Y)	The decision-making process involves consumers identifying goals or behaviors they wish to accomplish or fulfill. Subsequently, consumers make decisions regarding the behaviors they intend to adopt to address their concerns. It is further clarified that problem-solving is an ongoing feedback loop involving environmental factors, cognitive and emotional processes, and behavioral actions. The decision-making process comprises four stages. Initially, there is recognition of the existence of a problem in the first stage. In the subsequent stage, an assessment of available alternatives occurs, and the most appropriate course of action is selected. Following that, the purchase is executed as a tangible action.	1. The purpose of buying a product; 2. Information processing leading to brand selection; 3. Confidence in a product; 4. Providing recommendations to others; 5. Making repeat purchases. (Indrasari, 2019)	Likert

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Variable	Definition	Indicator	Size
	Lastly, the acquired goods are utilized, prompting consumers to reassess the decisions they have made (Firmansyah, 2019).		
Customer Satisfaction (Z)	Customer satisfaction is a pivotal concept in marketing and consumer research. When consumers experience contentment with a product or brand, there is a propensity for them to persist in using or buying it, and they might even express their positive experiences to others. On the contrary, if consumers encounter dissatisfaction, they are inclined to switch to a different brand, register complaints with the manufacturer or retailer, and there is a likelihood that dissatisfied customers will also communicate their experiences to other consumers (Firmansyah, 2020).	1. Meeting expectations; 2. Interest in returning visits; 3. Willingness to recommend. (Indrasari, 2019)	Likert

The scale used in this measurement is the Likert scale. To reduce the impact of bias and the occurrence of concentration of data during analysis, the scale used can be seen in the following table:

Table 3. Measurement Scale

No	Question	Score
1	Strongly Agree	5
2	Agree	4
3	Undecided	3
4	Disagree	2
5	Strongly Disagree	1

The utilization of Partial Least Square (PLS) analysis, facilitated by SmartPLS software version 4.0.9.9, played a pivotal role in this research endeavor. PLS analysis is a powerful statistical technique employed in structural equation modeling (SEM) that enables researchers to assess complex relationships among variables. By employing PLS analysis, the researchers aimed to delve deeply into the intricate dynamics between product quality, brand image, purchasing decisions, and customer satisfaction. The choice of PLS analysis was driven by its suitability for exploring complex relationships in a relatively small sample size, making it particularly well-suited for the current study's objectives. Moreover, SmartPLS software provided a user-friendly interface and robust analytical capabilities, allowing for efficient data processing and comprehensive analysis. The study focused on investigating both the direct and indirect influences of product quality and brand image on purchasing decisions and customer satisfaction. This involved examining how product quality and brand image directly impact purchasing decisions and customer satisfaction, as

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well as exploring the indirect effects mediated through purchasing decisions. Furthermore, the research incorporated Confirmatory Factor Analysis (CFA) as part of the hypothesis testing process. CFA is a statistical technique commonly used to validate the measurement model by assessing the relationships between observed variables (indicators) and latent constructs (factors). By employing CFA, the researchers aimed to validate the theoretical constructs proposed in the study, ensuring the reliability and validity of the measurement instruments used. Overall, the combination of PLS analysis and CFA provided a robust framework for investigating the complex relationships between product quality, brand image, purchasing decisions, and customer satisfaction. Through rigorous data analysis and hypothesis testing, the research aimed to contribute valuable insights to the understanding of consumer behavior and market dynamics, ultimately providing actionable recommendations for businesses striving to improve their market performance and customer relationships (Rahadi Rianto, 2023).

RESULT AND DISCUSSION

The value of testing the research hypothesis can be described as shown below:

Figure 3. Research Model Results

The hypothesis testing of the diagram above involves modeling of the exogenous variable of product quality, consisting of 7 indicators and 10 questionnaires describing performance, durability, conformance to specifications, features, reliability, aesthetics, and perceived quality. It is followed by the exogenous variable of brand image, which comprises 3 indicators and 10 questionnaires describing corporate image, user image, and product image. Additionally, the purchasing decision acts as an exogenous and intervening variable, with 5 indicators and 6 questionnaires describing the purpose of buying a product, information processing leading to brand selection, confidence in a product, providing recommendations to others, and making repeat purchases. The endogenous variable in this

research is customer satisfaction, consisting of 3 indicators and 6 questionnaires describing meeting expectations, interest in returning visits, and willingness to recommend. Below is the elaboration of the research modeling results after data analysis:

Table 4. Results *Path Coefficients*

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Product Quality → Purchase Decision	0.411	0.423	0.075	5.508	0.000
Brand Image → Purchase Decision	0.223	0.222	0.066	3.381	0.001
Product Quality → Customer Satisfaction	0.506	0.517	0.065	7.793	0.000
Brand Image → Customer Satisfaction	0.247	0.244	0.076	3.237	0.001
Purchase Decision → Customer Satisfaction	0.472	0.474	0.097	4.883	0.000
Product Quality → Purchase Decision → Customer Satisfaction	0.194	0.203	0.064	3.017	0.003
Brand Image → Purchase Decision → Customer Satisfaction	0.105	0.105	0.039	2.670	0.008

The outcomes of hypothesis testing in this study have demonstrated that product quality affects purchasing decisions, brand image impacts purchasing decisions, product quality influences customer satisfaction, brand image affects customer satisfaction, purchasing decisions impact customer satisfaction, product quality, through purchasing decisions, influences customer satisfaction, and brand image, through purchasing decisions, influences customer satisfaction. The criteria for accepting these hypotheses are based on the P values of all hypotheses being < 0.05 and the T statistic values exceeding the critical T-table value (T-table in this study is 1.986), aligning with the perspective of (Rahadi Rianto, 2023).

Hypothesis 1: The quality of the product significantly and positively influences consumers' decisions to purchase the Honda motorcycle brand.

Good product quality can instill confidence in consumers to decide to purchase the product, in line with the research by (Silaningsih, Yuningsih, & Kartini, 2023) and also research conducted by (Hidayat & Untarini, 2023), which states that consumers prefer vehicles with good engine performance and consistent power, as well as paint that does not easily peel off. Additionally, it should have braking features for easy vehicle control, and a simple speedometer display that facilitates the driver in viewing the instruments in the vehicle.

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Hypothesis 2: The brand image significantly and positively affects consumers' decisions to purchase the Honda motorcycle brand.

Conversely, research undertaken by Ferayani and Dewi (Ferayani & Dewi, 2023) proposes that brand image also plays a role in shaping purchase decisions. The argument is that to enhance the purchasing choices related to Honda motorcycles, a company should focus on the product's brand image, as it is intricately linked to the product image that resonates with consumers. This aligns with the findings of (Novianti, Sari, & Adhitya, 2023), who assert that brand image significantly and positively influences purchase decisions. The brand image of motorcycles substantially contributes to consumers' intentions to make a purchase, emphasizing the importance for every seller to cultivate a positive image or brand for the items they are offering.

Hypothesis 3: The quality of the product has a positive and significant impact on the satisfaction of customers who choose the Honda motorcycle brand.

Products with good quality can also satisfy consumers, as indicated by research conducted by (Muktisia & Lestari, 2023). This suggests that if consumers' perceptions of product quality increase, their satisfaction will also increase. Conversely, if consumers' perceptions of product quality decrease, their satisfaction will also decrease. Therefore, poor product quality can make consumers feel dissatisfied, leading a company to encourage consumers to purchase other products with the offered quality (Jazuli, Hamdun, & Soeliha, 2023).

Hypothesis 4: The brand image has a positive and significant impact on the satisfaction of customers who choose the Honda motorcycle brand.

The positive and significant impact of brand image on customer satisfaction is evident, as affirmed by the research conducted by (Amzar, 2019), which asserts that a favorable brand image undeniably leads to satisfaction among customers of a specific brand. This aligns with the findings of the study by (Rahmat & Fitri, 2023), emphasizing the substantial role of brand image in shaping customer satisfaction. A positive brand image offers manufacturers the advantage of increased recognition among consumers, influencing their decision to purchase products associated with a positive brand image. Conversely, when the brand image is unfavorable, consumers are inclined to reconsider before making a purchase. A robust brand image presents numerous advantages for a company, including the establishment of a competitive edge. Products with a positive brand image are more likely to be embraced by consumers. The stronger the brand image, the greater the likelihood of consumer decisions to make a purchase. Brand image plays a decisive role in shaping consumer perceptions of a product during the purchasing process. A superior brand image enhances consumer satisfaction by meeting their desires and expectations with the purchased product.

Hypothesis 5: Consumers' decisions to purchase significantly and positively influence the satisfaction of customers who choose the Honda motorcycle brand.

Furthermore, purchase decisions can also influence customer satisfaction, as indicated by research conducted by (Al Fajri, Samsir, & Ganarsih, 2023). According to their findings, an increase in purchase decisions will also enhance the satisfaction of customers with a

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product. Furthermore, the study conducted by (Andika, Hadiyati, & Imron, 2023) echoes this sentiment, highlighting a substantial impact between purchase decisions and customer satisfaction attributed to the expeditious purchasing and transaction service system.

Hypothesis 6: The quality of the product significantly and positively impacts the satisfaction of customers who choose the Honda motorcycle brand through their purchasing decisions.

Hence, customer satisfaction is attained when individuals acquire products from the company that align with their preferences. The quality of the product, in turn, can be influenced by purchase decisions, subsequently impacting customer satisfaction. This aligns with the findings of a study by (Al Fajri et al., 2023), hich asserts that product quality significantly affects customer satisfaction through purchase decisions. Enhancements in product quality are expected to elevate customer satisfaction when mediated by purchase decisions, assuming other variables remain constant. Another study echoes a parallel viewpoint, highlighting that product quality positively and significantly affects customer satisfaction through purchase decisions. Therefore, the combination of good product quality and informed purchase decisions contributes to customer satisfaction for consumers (Ramadhanti & Sukma, 2023).

Hypothesis 7: The brand image significantly and positively influences the satisfaction of customers who choose the Honda motorcycle brand through their purchasing decisions.

Equally important is that a positive brand image, mediated by purchase decisions, can create satisfaction for consumers. This finding is based on research conducted by (Jazuli et al., 2023), which discovered that the decline or improvement of a brand image can influence the satisfaction experienced by consumers. If the brand image is relatively high, it can enhance consumer satisfaction because it has a better brand image to meet the needs in achieving consumer satisfaction. The better the brand image of a product in the consumer's mind, the more satisfied the consumer will feel using the product. Honda motorcycles consistently shape a positive image for their brand, creating a distinct characteristic of the brand and introducing the brand to the wider community. As a result, consumers feel satisfied using a widely recognized brand. This means that the better the brand image is formed in the consumer's mind, the more proud and satisfied the consumer feels in using the product, and they will happily recommend it to others to purchase Honda products. Additionally, related to this, there is also research by (Rahayu, Restuti, & Taufiqurrahman, 2023), which states that brand image influences customer satisfaction through purchase decisions. Brand image indicates a certain level of quality of a product, so satisfied buyers can easily choose that product again. This demonstrates that consumers will be satisfied with a product when they are

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pleased with the purchase decisions they make. Thus, it can be said that brand image influences customer satisfaction through purchase decisions.

Table 5. Summary of Hypothesis Testing Results

No	Hypothesis	Results (p-value)	Information
1	The quality of the product significantly and positively influences consumers' decisions to purchase the Honda motorcycle brand.	0.01	Accepted
2	The brand image significantly and positively affects consumers' decisions to purchase the Honda motorcycle brand.	0.00	Accepted
3	The quality of the product has a positive and significant impact on the satisfaction of customers who choose the Honda motorcycle brand.	0.00	Accepted
4	The brand image has a positive and significant impact on the satisfaction of customers who choose the Honda motorcycle brand.	0.00	Accepted
5	Consumers' decisions to purchase significantly and positively influence the satisfaction of customers who choose the Honda motorcycle brand.	0.02	Accepted
6	The quality of the product significantly and positively impacts the satisfaction of customers who choose the Honda motorcycle brand through their purchasing decisions.	0.04	Accepted
7	The brand image significantly and positively influences the satisfaction of customers who choose the Honda motorcycle brand through their purchasing decisions.	0.01	Accepted

CONCLUSION

In conclusion, this study reinforces the outstanding quality reputation of Honda motorcycle products, particularly in terms of durability indicators. The high scores given by respondents indicate a strong trust in the long-term reliability of Honda motorcycles, which impacts purchasing decisions and customer satisfaction. Additionally, the positive brand image of Honda motorcycles, especially in the corporate image indicator, confirms its credibility among consumers, also influencing purchasing decisions and customer satisfaction. Furthermore, the study highlights the significant influence of purchasing decisions on customer satisfaction, with respondents expressing a strong desire to repurchase Honda motorcycles in the future. Moreover, satisfied respondents plan to use Honda motorcycles and visit official workshops for regular maintenance and repairs, showing a high interest in returning, thus affecting purchasing decisions and customer satisfaction. Through media, purchasing decisions also affect the quality of Honda

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motorcycle products and brand image, which in turn can influence customer satisfaction. Recommendations for Honda include improving conformity to specifications, enhancing user image through marketing activities, implementing referral programs to boost recommendations, and innovating with new safety features to meet customer expectations. Future research should explore additional indicators, expand variables, and increase sample sizes to gain deeper insights.

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