The Influence of Brand Image And Brand Equity On Brand Loyalty Through Brand Trust of Matic Motorcycle Users

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ABSTRACT

This study aims to analyze the influence of brand image and brand equity on brand loyalty through brand trust of automatic motorcycle users. The population in this study is consumers in Kediri City who have bought or used Honda automatic motorcycles, while the sample is 127 people with simple random sampling. The type of research used is quantitative research with an associative descriptive approach. The data analysis method uses Path Analysis. Data collection was carried out by distributing questionnaires at Galaxy Motor dealers in Kediri City. The results of descriptive statistical analysis show that brand image is included in the criteria of good image, brand equity is included in the criteria of good brand equity, brand loyalty is included in the loyal criteria, brand trust is included in the criteria of trustworthiness. The results of the study show that (1) Brand image (X1) is proven to have a direct positive and significant effect on brand trust (Z). In (2) Brand equity (X2) is proven to have a direct positive and significant effect on brand trust (Z). Then (3) Brand trust (Z) is proven to have a direct positive and significant effect on brand loyalty (Y). Then (4) Brand image (X1) is proven to have a direct positive and significant effect on brand loyalty (Y). And in (5) Brand equity (X2) has been proven to have a direct positive and significant effect on brand loyalty (Y). And the last (6) There is a positive and significant indirect influence between brand image and brand equity on brand loyalty through brand trust in users of Honda automatic motorcycle products.

Keywords: Brand Image, Brand Equity, Brand Loyalty, Brand Trust

INTRODUCTION

Motorcycles are a popular means of transportation in Indonesia because they are practical, agile, and easy to use. There are three types of motorcycles that are commonly produced: sport, underbone, and automatic (Pramudyo, 2012;Lidiawan et al., 2024;Ariadi, et al., 2019;Asy'ari & Jayen, 2020). The automatic type is becoming the most popular because of its ease of use. The first automatic motorcycle in Indonesia was the Vespa Corsa (1991), followed by the Kymco Jetmatic (2000), and the Yamaha Nouvo (2002) which started the popularity of automatic motorcycles in Indonesia. Yamaha Mio (2003) and Honda Vario (2006) further reinforce this trend. Automatic motorcycles are considered to meet the transportation needs of the community perfectly, even though initially their fuel consumption is not as economical as underbone/duck motorcycles. However, technology that continues to develop makes automatic motorcycles more efficient (Deccasari & Amin, 2021;Albert Soebianto, 2014;Bastian, 2014;Bread, 2021). Yamaha NMAX (2015) and Honda PCX create a greater automatic class differentiation. Competition in the automatic motorcycle market is getting tougher, with major manufacturers such as Honda, Yamaha, Suzuki, Kawasaki, and TVS continuing to compete. Honda dominated motorcycle sales

in Indonesia with a market share of 77.7% in 2021. In Kediri City, Honda even controls 85.2% of sales, with 90% of motorcycles sold at Galaxy Motor Dealers being automatic. Honda's brand image is very good in the eyes of consumers, known for its fuel economy, good performance, and stylish design. Consumer trust in Honda (brand trust) is also high because Honda has been trusted for a long time and the resale price of Honda motorcycles is high (Lidiawan et al., 2024;Lidiawan & Laely, 2022;Alif Fianto et al., 2014).

Honda continues to increase brand equity through good after-sales service, such as warranty, ease of service, and product delivery. Even so, there are complaints from some consumers regarding the decline in the quality of Honda products. This can affect brand loyalty (Kotler & Keller, 2009;Tamara & Putra, 2021;Tingkir, 2014). Although Honda has a large market share, declining product quality and fierce competition can be a challenge in maintaining consumer loyalty. Overall, Honda's brand loyalty is built through a good brand image, consumer trust, and strong brand equity. However, to maintain and increase loyalty, Honda needs to continue to maintain the quality of its products and strengthen relationships with consumers (Abdullah, 2015;Alkhawaldeh et al., 2016;Laroche et al., 2012;Junaidi & Harminto, 2018).

RESEARCH METHODS

This study uses a quantitative method with an associative descriptive approach to examine the influence of Brand Image (X1) and Brand Equity (X2) on Brand Loyalty (Y) through Brand Trust (Z) (D. Sugiyono, 2013;Naggar & Bendary, 2017). Honda motorcycle sales data in Kediri City shows the dominance of Honda brands, especially the automatic type, which is the focus of this research. From a population of 187 units of Honda automatic motorcycles sold in December 2021, a sample of 127 respondents was taken using the Slovin formula. The data collected includes primary data, obtained from questionnaires to Kediri City residents who have bought Honda automatic motorcycles, and secondary data from literature studies and data from Galaxy Motor Kediri Dealers. Data collection techniques include observations, questionnaires, interviews, and literature studies (Satriyono et al., 2019;Turohmah et al., 2023;Waluyo, 2002;Tran & Cox, 2009).

The researcher made observations to observe the trend of motorcycle use, especially the Honda brand. The questionnaire distributed includes brand image, brand trust, brand equity, and brand loyalty variables (D. Sugiyono, 2013). In addition, interviews were conducted with the Head of Galaxy Motor Kediri Dealers to obtain sales data, and literature studies were used to support theoretical studies. Data analysis involves normality test, heteroscedasticity test, autocorrelation test, validity test, reliability test, multiple linear regression analysis, simultaneous test (Test F), partial test (Test t), and Path Analysis. This study aims to understand the influence of the variables studied on the loyalty of Honda automatic motorcycle brands in Kediri City (S. Sugiyono, 2016).

RESULTS AND DISCUSSION

Validity Test

According to (Ghozali, 2017) Significant tests can be carried out by looking at the display of the SPSS output results, it will be seen that the correlation between each indicator to the total construction score shows significant results". So it can be concluded that each indicator of the question is valid if the value of the sig (2-tailed) must be < 0.05 is said to be valid and if the sig (2-tailed) > 0.05 is said to be invalid.

Table 1. Validity Test

No	Variabel	No Pertanyaan	Nilai r Hitung	Nilai r Tabel	Hasil
1.	Brand Image (X1)	1	0,849	0,374	Valid
		2	0,875	0,374	Valid
		3	0,889	0,374	Valid
		4	0,785	0,374	Valid
2.	Brand Equity (X2)	5	0,525	0,374	Valid
		6	0,667	0,374	Valid
		7	0,390	0,374	Valid
		8	0,719	0,374	Valid
		9	0,759	0,374	Valid
		10	0,889	0,374	Valid
		11	0,860	0,374	Valid
		12	0,921	0,374	Valid
		13	0,429	0,374	Valid
		14	0,678	0,374	Valid
		15	0,812	0,374	Valid
		16	0,824	0,374	Valid
		17	0,877	0,374	Valid
		18	0,818	0,374	Valid
		19	0,863	0,374	Valid
		20	0,889	0,374	Valid
		21	0,898	0,374	Valid
3.	Brand Loyalty (Y)	22	0,934	0,374	Valid
		23	0,946	0,374	Valid
		24	0,888	0,374	Valid
4.	Brand Trust (Z)	25	0,947	0,374	Valid
		26	0,926	0,374	Valid
		27	0,954	0,374	Valid
		28	0,917	0,374	Valid
		29	0,695	0,374	Valid
		30	0,783	0,374	Valid
		31	0,784	0,374	Valid

(Source: Processed by Researcher,2024)

Based on Table 1. shows that all the statement items in the variables X1, X2, Y, and Z have a value of r calculated > r table (0.374). So it can be concluded that the statement items in the whole variable are valid.

Reliability Test

According to (Ghozali, 2017) Reliability test is a tool to measure a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time." A construct or variable is said to be reliable if cronbach's alpha > 0.60 and is said to be unreliable if cronbach's alpha < 0.60.

Table 2. Reliability Test

No	Variabel	Koefisien Alpha	Standar Koefisien Alpha	Hasil
1.	Brand Image (X1)	0,869	0,6	Reliabel
2.	Brand Equity (X2)	0,953	0,6	Reliabel
3.	Brand Loyalty (Y)	0,908	0,6	Reliabel
4.	Brand Trust (Z)	0,942	0,6	Reliabel

(Source: Processed by Researcher,2024)

Based on Table 2. shows that all the statement items in the variables X1, X2, Y, and Z have an alpha coefficient > the standard alpha coefficient (0.6). So it can be concluded that the statement items in the whole variable are reliable.

Uji Normalitas

The normality test in this study was used to test whether in the regression model, the perturbating or residual variables had a normal distribution or not. Data is said to be normally distributed when the data or points spread around the diagonal line and follow the direction of the diagonal line (Ghozali, 2017). The normality test in this study uses the Normal P-P Plot of Regression Standardized Residual graph. Figure 1. will show the results of the normality test in this study.
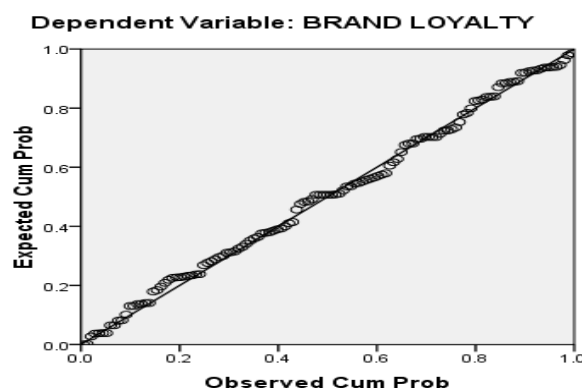

Figure 1. Standard Residue Regression Normal PP Plot Chart

Based on Figure 1. shows that the data is distributed normally because the dots spread around the diagonal line and follow the direction of the diagonal line.

Uji Heteroskedastisitas

According to (Ghozali, 2017) The heteroscedasticity test in this study was used to test whether in the regression model there was an unevenness in variance from the residual of one observation to another. Data is said to be good if there is no heteroscedasticity. The test in this study uses a scatterplot graph between the prediction value of the independent variable, namely ZPRED, and the bound variable, namely SRESID. Figure 2. Showing the results of the heteroscedasticity test in this study:
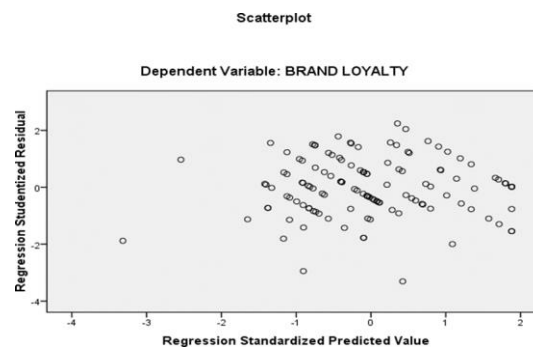

Figure 2. Scatterplot Charts

Based on Figure 2. showed that the data did not occur heteroscedasticity because there was no clear pattern, and the dots spread above and below the number 0 on the Y axis.

Autokorelasi Test

The autocorrelation test is the relationship between the residuals of one observation and the residual of another observation. According to (Ghozali, 2017) The autocorrelation test aims to test whether in the liner regression model there is a correlation between the perturbrillator error in the t-period and the perturbrillator error in the t-1 period (previously). Table 3. Showing the results of the autocorrelation test in this study:

Table 3. Autokorelasi Test

Runs Test	
	Unstandardize dResidual
Test Value[a]	.02192
Cases < Test Value	60
Cases >= Test Value	67
Total Cases	127
Number of Runs	63
Z	-.234
Asymp. Sig. (2-tailed)	.815
a. Median	

(Source: Processed by Researcher,2024)

Based on the SPSS output above, the Asymp value is known. Sig. (2-tailed) of 0.815 is greater than 0.05, so it can be concluded that there are no symptoms or autocorrelation problems.

Multiple Linear Regression Analysis

Regression analysis is used to measure how much brand image and brand equity influence brand loyalty through brand trust. The following are the results of data processing using the SPSS 16 application:

Table 4. Multiple Linear Regression Analysis Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.465	2.931		4.820	.001
	BRAND IMAGE	.570	.126	.108	3.273	.003
	BRAND EQUITY	.640	.148	.251	4.640	.008
	BRAND TRUST	.930	.177	.423	5.403	.000
a. Dependent Variable: BRAND LOYALTY						

(Source: Processed by Researcher,2024)

The regression coefficients are obtained:

$y = \alpha + \beta_1 X_2 + \beta_2 X_2 + \beta_n X_n + e$

$y = 5.465 + 0.570X_1 + 0.640X_2 + 0.930Z + e$

a. The constant is obtained with a value of 5,465, this shows that if the variables Brand Image (X1), Brand Equity (X2) and Brand Trust (Z) have a constant value, then Brand Loyalty (Y) is 5,465.

b. The Coefficient of the Brand Image variable (X1) is obtained with a value of 0.570, this shows that every change in the Brand Image variable (X1) by 1% will affect Brand Loyalty (Y) by 5.7% assuming the Brand Equity variable (X2) is considered fixed.

c. The Coefficient of the Brand Equity variable (X2) was obtained with a value of 0.640, which indicates that every change in the Brand Equity variable (X2). by 1%, it will affect Brand Loyalty (Y) by 6.4% assuming the Brand Image variable (X1) is considered fixed.

d. The Coefficient of the Brand Trust variable (Z) is obtained with a value of 0.930, this shows that every change in the Brand Trust variable (Z) of 1% will affect Brand Loyalty (Y) by 9.3% assuming that the variables Brand Image (X1) and Brand Equity (X2) are considered fixed.

Partial Test (t-Test)

The statistical t-test is intended to test the partial influence between independent variables on bound variables on the assumption that other variables are considered constant, with a confidence level of 95% (α = 0.1). The test criteria are: tcount > ttable = Free variable affects the bound variable, tcount < ttable = Free variable has no effect on the variable.

Table 5. t Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.465	2.931		4.820	.001
	BRAND IMAGE	.570	.126	.108	3.273	.003
	BRAND EQUITY	.640	.148	.251	4.640	.008
	BRAND TRUST	.930	.177	.423	5.403	.000
a. Dependent Variable: BRAND LOYALTY						

Coefficients ^{a}

(Source: Processed by Researcher,2024)

1. Brand Image Variables (X1)

   The tcount value was obtained 3,723 where the ttable value at α 5%, which is 1,660, meaning positive. Where the significant level α 10% of the tcount value of 3,723 > ttable 1,660 and the p-value value in the sig column 0.003 < 0.05 means significant. This explains that Brand Image has a positive and significant effect on Brand Loyalty in Honda automatic motorcycle users in Kediri City.

2. Brand Equity Variables (X2)

   The tcount value was obtained 4,640 where the ttable value at α 5%, which is 1,660, meaning positive. Where the significant level α 10%, the tcount value is 4,640>ttable1,660 and the p-value value in the sig column is 0.008 < 0.05, meaning it is influential / significant. This explains that Brand Equity has a positive and significant effect on Brand Loyalty in Honda automatic motorcycle users in Kediri City.

3. Brand Trus Variablet (Z)

   The tcount value was obtained 5,403 where the ttable value at α 5%, which is 1,660, meaning positive. Where the significant level α 10% of the tcount value of 5,403>ttable 1,660 and the p-value value in the sig column 0.000 < 0.05 means significant. This explains that Brand Trust

has a positive and significant effect on Brand Loyalty in Honda automatic motorcycle users in Kediri City.

Simultaneous Test (Test F)

The statistical F test is intended to test whether there is simultaneously between the independent variable and the bound variable, with a confidence level of 95% (a = 0.1). The test criteria are: Fcal ≥ Ftable = Independent variables simultaneously affect the bound variables. Fcal < Ftable = The free variable simultaneously has no effect on the bound variable.

Table 6. F Test

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	433.695	3	144.565	84.659	.000[a]
	Residual	210.037	123	1.708		
	Total	643.732	126			
a. Predictors: (Constant), BRAND TRUST, BRAND IMAGE, BRAND EQUITY						
b. Dependent Variable: BRAND LOYALTY						

(Source: Processed by Researcher,2024)

The value of Fcal > Ftabel was obtained 84,659 > 3.08, meaning positive. While the p-value is obtained in the sig column 0.000 < 0.05, it means significant. Thus, it can be concluded that Brand Image and Brand Equity can simultaneously have a positive and significant effect on Brand Loyalty through Brand Trust in Honda automatic motorcycle users in Kediri City.

Path Analysis

Path Analysis is a tool to measure variables directly and indirectly so that it can conclude the relationship between Brand Image (X1), Brand Equity (X2), Brand Loyalty (Y), and Brand Trust (Z).

Table 7. Recapitulation of the Results of the Coefficient of the Influence of Brand Image (X1) and Brand Equity (X2) on Brand Trust (Z)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.879[a]	.772	.769	1.91279
a. Predictors: (Constant), BRAND EQUITY (X2), BRAND IMAGE (X1)				

Coefficients
a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.520	1.485		-1.024	.308
	BRAND IMAGE (X1)	.460	.120	.267	3.836	.000
	BRAND EQUITY (X2)	.321	.034	.653	9.367	.000
a. Dependent Variable: BRAND TRUST (Z)						

(Source: Processed by Researcher,2024)

Based on the results of table 7. above in the Coefficients table it is known that the value of the significance of the two variables, namely X1 = 0.000 and X2 = 0.000, is smaller than 0.05. The results conclude that the variables Brand Image (X1) and Brand Equity (X2) have a significant effect on Brand Trust (Z). The R Square value in the Summary table is 0.772, which shows that the contribution of Brand Image (X1) and Brand Equity (X2) to Brand Trust (Z) is 77.2% while the remaining 22.8% is the contribution of other variables that are not included in the study. Meanwhile, the value of e1 can be found with the formula e1 = $\sqrt{(1 - 0.772)}$ = 0.4775. Thus, the path diagram of the structure model I is obtained as follows:
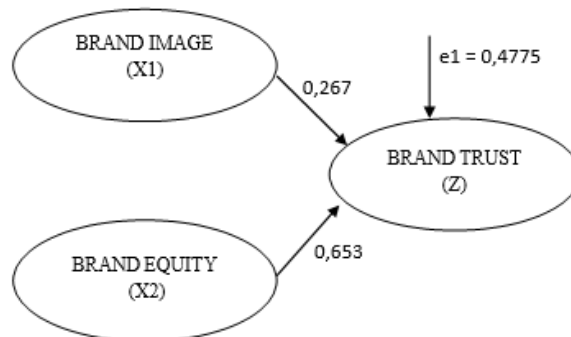

Figure 3. Structure Model Path Diagram I

Analysis of the Direct Influence of Brand Image (X1), Brand Equity (X2), and Brand Trust (Z) on Brand Loyalty (Y) (Structural Model Equation II).

Table 8. Summary Sub-Struktur II dan Coefficients Sub- Struktur II

Model Summary

Model	R	R Square	Adjusted RSquare	Std. Error of theEstimate
1	.821 a	.674	.666	1.30676
a. Predictors: (Constant), BRAND TRUST (Z), BRAND IMAGE (X1),BRAND EQUITY (X2)				

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.465	2.931		4.820	.001
BRAND IMAGE (X1)	.570	.126	.108	3.273	.003
BRAND EQUITY (X2)	.640	.148	.251	4.640	.008
BRAND TRUST (Z)	.930	.177	.423	5.403	.000
a. Dependent Variable: BRAND LOYALTY (Y)					

(Source: Processed by Researcher,2024)

Based on the results of SPSS Regression Model II in the Coefficients table, it can be seen that the significance values of the three variables, namely X1 = 0.003, X2 = 0.008 and Z = 0.000 are smaller than 0.05. From these results, it was concluded that Model II Regression, namely the variables Brand Image (X1), Brand Equity (X2) and Brand Trust (Z), had a significant effect on Brand Loyalty (Y). The magnitude of the R Square value contained in the Model Summary table is 0.674, which shows that the contribution of Brand Image (X1), Brand Equity (X2) and Brand Trust (Z) to Brand Loyalty (Y) is 67.4% while the remaining 32.6% is the contribution of other variables that are not studied. Meanwhile, the value of $e2 = \sqrt{(1 - 0.674)} = 0.5709$. Thus, the path diagram of the structure model II is obtained as follows:
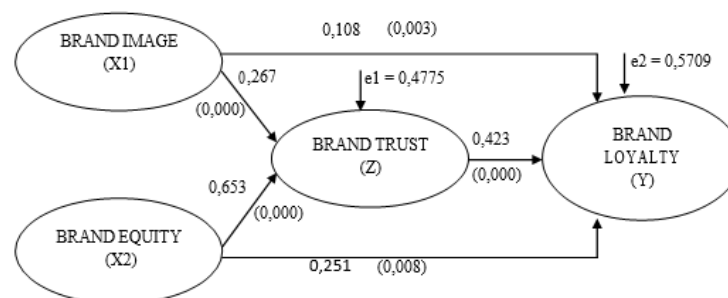

Figure 4. Structure Model Path Diagram II

CONCLUSION

This study aims to analyze the influence of brand image and brand equity on brand loyalty through brand trust in Honda automatic motorcycle users in Kediri City. Of the 127 respondents selected based on criteria as consumers who have bought or used Honda automatic motorcycles, the results of the study show several main findings:

1. Brand Image (X1) on Brand Trust (Z): Brand image has been proven to have a positive and significant influence on brand trust. This is indicated by a t-count value of 3.836 with a significance level of 0.000, which is less than 0.05.

2. Brand Equity (X2) on Brand Trust (Z): Brand equity also has a positive and significant influence on brand trust. The t-count value of 9.367 with a significance level of 0.000 shows a strong influence.

3. Brand Trust (Z) to Brand Loyalty (Y): Brand trust has a positive and significant effect on brand loyalty, with a t-count value of 5.403 and a significance of 0.000.

4. Brand Image (X1) on Brand Loyalty (Y): Brand image directly has a positive and significant effect on brand loyalty. The t-count value of 3.273 with a significance level of 0.003 supports this.

5. Brand Equity (X2) to Brand Loyalty (Y): Brand equity also has a positive and significant effect on brand loyalty, with a t-count value of 4.640 and a significance of 0.008.

6. Indirect Influence: There is a positive and significant indirect influence of brand image and brand equity on brand loyalty through brand trust.

Overall, this study shows that brand image and brand equity, both directly and indirectly through brand trust, have a significant influence on brand loyalty in Honda automatic motorcycle users in Kediri City. These findings emphasize the importance of building a strong brand image and equity to increase consumer trust and loyalty.

Acknowledgments (if any)

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