



The Influence Of Brand Image And Product Quality On Customer Loyalty At Bintang Motor Manna, South Bengkulu Regency

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Abstract. *In the current increasingly tight business competition conditions, companies need to utilize their resources optimally, including trying to create or engineer things that can influence consumer perceptions, for example through the brand image of their products. The purpose of this study is to prove that brand image and product quality have an effect on customer loyalty at Bintang Motor Manna Bengkulu Selatan. The analysis method in this study uses Validity Test, Reliability Test, Multiple Linear Regression Analysis, Determination Coefficient, and hypothesis testing using t -test and f -test with the number of samples studied 50 customers at the Bintang Motor Manna Store. From the calculation results using SPSS 24, we can see that brand image and product quality have a significant effect on customer loyalty. In this case, the significance value of variable $X < 0.05$ is 0.001. The results of the multiple linear regression analysis are the equation $Y = 10.453 + 0.393 X1 + 0.376 X2$, this illustrates a positive regression direction, meaning that the brand image variable ($X1$) and product quality ($X2$) have a positive influence on customer loyalty (Y) at the Bintang Motor Manna Shop, South Bengkulu. From the calculation results using SPSS, the determination coefficient value of R square can be seen as 0.654. This means that the value of Brand Image ($X1$) and the value of Product Quality ($X2$) have an effect on Customer Loyalty (Y) of 65.4% while the remaining 34.6% is influenced by other variables not examined in the study.*

Keyword: Brand Image, Product Quality and Customer Loyalty.

INTRODUCTION

In today's increasingly competitive business climate, companies need to utilize their resources optimally. With the advancement of technology, consumer demand for sophisticated equipment with high quality, such as brand image and product quality, is also increasing. Brands are a crucial element that can assist the marketing process of goods within a company, making companies increasingly aware that brands are the company's most valuable assets and become an important instrument. Brand image, according to Kotler and Keller (2016), is the consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind. Meanwhile, according to Kotler and Armstrong (2013:283), product quality is the ability of a product to demonstrate its function, including overall durability, reliability, accuracy, ease of operation and repair of the product, as well as product attributes. Creating an impression is one of the basic characteristics of modern marketing orientation, namely through giving more attention and creating a strong brand.

The implication of this is that a product's brand creates an image of the product itself in the minds of consumers and becomes a basic motivation for consumers in choosing a product (Aaker in Vranesevic, 2014:). Consumer loyalty is a very important factor for a company to grow. Griffin (2013:4) argues that loyalty refers more to the form of behavior of decision-making

units to make continuous purchases of goods or services of a selected company. According to Kotler (2015:560) that loyal consumers are not measured by how much they buy, but by how often they make repeat purchases, including recommending others to buy. According to Sutisna (2013:41) that loyalty can be grouped into two groups: brand loyalty and store loyalty.

LITERATURE REVIEW

Marketing Management

Marketing management is defined by Warren J. Cregan (2012:20) as "Management is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders." Another definition according to William J. Shultz, quoted by Buchari Alma (2013:130), states that "Marketing management is the planning, directing, and monitoring of marketing activities of a company or division of a company." In contrast, according to Kotler and Keller (2016:27), "Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value." Based on the definitions above, it can be concluded that marketing management is defined as the art and science applied in an organization or company in maintaining its survival through the process of planning, implementing, organizing, and controlling programs that involve marketing concepts to choose the right target market and establish good relationships with consumers to mutually benefit each other.

Brand Image

The definition of a brand according to Kotler and Armstrong (2013:23) is: "A brand is a name, term, symbol, design, or a combination of these, that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors." Then Kotler and Armstrong's statement was strengthened by Buchori Alma (2013:130), who stated: "A brand is a sign or symbol that provides the identity of a particular good or service, which can be in the form of words, images or a combination of both." According to Aaker (2014:198) Brand image is: "Brand image is how consumers and others understand or accept a brand." This means that brand image is a perception that exists in the minds of consumers and others towards a brand. So it can be concluded that brand image is a collection of brand associations that consumers can feel and think about which are created and maintained by marketers to form in the minds of consumers. The brand image indicators are recognition, reputation, attractiveness and loyalty, Freddy Rangkuti (2009:44).

Product Quality

According to Sangadji (2013:99), quality is a condition related to products, services, people, processes, and the environment that meets or exceeds expectations. Meanwhile, product quality is a comprehensive customer evaluation of the goodness of the performance of goods or services. (Etta Mamang Sangadji, 2013:188). Product quality is something that needs to receive primary attention from companies or producers, considering that the quality of a product is related to the issue of consumer satisfaction, which is the goal of marketing activities carried out by the company. Product quality is the level of ability of a particular product to carry out its expected function. (Assauri, 2017:211). Meanwhile, according to Sulistiani (2017:31), product quality is the overall characteristics and properties of a product that influence the ability to satisfy stated or implied needs. According to Suhartanto et al. (2017:49), product quality is a very important aspect because product quality is one of the main considerations for consumers in making purchases. Based on the definition above, it can be concluded that product quality is the ability of a product to meet needs and provide satisfaction for consumers. The indicators are

performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality, Khasanah (2014;95).

Customer Loyalty

Loyalty is something that companies expect from their consumers, because successful marketing strategies are supported by loyal consumers. According to Kotler (2015:560), loyal consumers are not measured by how much they buy, but by how often they make repeat purchases, including recommending others to buy. According to Sutisna (2013:41), loyalty can be grouped into two groups: brand loyalty and store loyalty. Hurriyati (2015:129) states that consumer loyalty is a consumer's deep commitment to re-subscribe or repurchase selected goods or services consistently in the future, even though the influence of situations and marketing efforts have the potential to cause behavioral changes. Based on the above definition, it can be explained that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services of a selected company. Indicators of customer loyalty are repeat purchases, product recommendations, and not wanting to try competing products. According to Hurianti (2015:131).

METHODS

This type of research uses quantitative research. The quantitative approach is a research method based on the philosophy of positivism, used to research specific populations or samples, Sugiyono (2018:8) said, because this research is in the form of numbers and analysis using statistics to measure and obtain research results through questionnaires.

RESULTS

A statement is considered valid if it is able to accurately measure the intended aspect and successfully reveals the information that should be obtained. In this study, the validity test was carried out using the Pearson Product Moment Correlation method. This test aims to assess the relationship between the score of each item in the questionnaire with the total score representing the construct being measured. The resulting correlation value is then compared with the critical value of the r-table at a significance level of 5% ($\alpha = 0.05$) with a total of 50 respondents, which is 0.278. An item is considered valid if its correlation value (r-count) exceeds 0.278, and is considered invalid if the value is below that threshold. This means that the greater the Pearson correlation coefficient of an item, the higher its validity. This testing process was carried out with the help of SPSS software version 24. Based on the results of the validity test, it was found that 10 items in the first independent variable (X1), 10 items in the second independent variable (X2), and 10 items in the dependent variable (Y) have an adequate level of validity. Overall, the instruments that measure the Brand Image (X1), Product quality (X2), and Customer loyalty (Y) variables show good validity as presented in the following table.

Data Validity Test

Table 1 Results of Research Instrument Validity Test

No	Question Items	R- Table	R- Count	Description
Brand Image (X1)				
1	X1.1	0,278	0,661	Valid
2	X1.2	0,278	0,640	Valid

3	X1.3	0,278	0,597	Valid
4	X1.4	0,278	0,664	Valid
5	X1.5	0,278	0,621	Valid
6	X1.6	0,278	0,498	Valid
7	X1.7	0,278	0,605	Valid
8	X1.8	0,278	0,567	Valid
9	X1.9	0,278	0,627	Valid
10	X1.10	0,278	0,619	Valid
Product quality (X2)				
1	X2.1	0,278	0,696	Valid
2	X2.2	0,278	0,584	Valid
3	X2.3	0,278	0,799	Valid
4	X2.4	0,278	0,597	Valid
5	X2.5	0,278	0,605	Valid
6	X2.6	0,278	0,512	Valid
7	X2.7	0,278	0,318	Valid
8	X2.8	0,278	0,631	Valid
9	X2.9	0,278	0,698	Valid
10	X2.10	0,278	0,671	Valid
Customer loyalty (Y)				
1	Y1	0,278	0,666	Valid
2	Y2	0,278	0,718	Valid
3	Y3	0,278	0,543	Valid
4	Y4	0,278	0,602	Valid
5	Y5	0,278	0,505	Valid
6	Y6	0,278	0,532	Valid
7	Y7	0,278	0,531	Valid
8	Y8	0,278	0,498	Valid
9	Y9	0,278	0,460	Valid
10	Y10	0,278	0,608	Valid

Based on the table, of the 30 questions asked, all statements showed a level of validity that met the research criteria, namely having a calculated r value greater than the r table.

Therefore, the 30 questionnaire items were declared valid and suitable for use as instruments in this study.

Data Reliability Test

Reliability testing is the extent to which measurement results using the same object will produce the same data. To test the reliability of the questionnaire used, a reliability analysis was conducted based on the Cronbach's alpha coefficient. The cutoff value used to assess an acceptable level of reliability is 0.60.

Table 2 Reliability Test Results of Research Instruments

No	Variable	Cronbach's Alpha Value	Description
1	Brand image	0,751	Realible
2	Product quality	0,752	Realible
3	Customer loyalty	0,739	Realible

Based on the results of data analysis as shown in Table 6, it is known that all Cronbach's Alpha coefficients of the research variables are greater than 0.60, which means that all research instruments are reliable.

Discussion

The findings of this study indicate that brand image and product quality have a significant influence on customer loyalty at Bintang Motor Manna, South Bengkulu Regency. These results reinforce the theory that a strong brand image and high product quality are key determinants in building long-term relationships between companies and their customers.

The Influence of Brand Image on Customer Loyalty

The results show that brand image has a positive and significant effect on customer loyalty. This means that the better the customers' perception of Bintang Motor's brand, the more likely they are to remain loyal. The brand image of Bintang Motor is perceived as trustworthy, reliable, and credible, which strengthens customers' willingness to continue using the products and services offered.

This finding is consistent with previous research stating that brand image plays an essential role in developing loyalty because customers tend to choose brands with a strong and positive reputation. In the context of Bintang Motor Manna, the strong brand image is influenced by friendly service, company reputation, past purchase experiences, and the consistency of the company in maintaining its brand value.

Moreover, a positive brand image also fosters an emotional attachment, which makes customers feel a sense of connection to the brand, thereby reducing the likelihood of switching to competitors.

The Influence of Product Quality on Customer Loyalty

Product quality also shows a positive and significant effect on customer loyalty. Customers perceive that the motorcycles and spare parts offered by Bintang Motor have reliable

quality that meets or even exceeds their expectations. Factors such as engine reliability, durability of components, and overall performance contribute to customers' trust and satisfaction.

This supports the theory that satisfied customers tend to develop loyalty when the products they purchase provide benefits that match their needs. At Bintang Motor Manna, satisfaction with product quality encourages customers to repurchase, recommend the brand to others, and remain loyal despite the presence of competing brands.

The Simultaneous Influence of Brand Image and Product Quality on Customer Loyalty

Simultaneously, both brand image and product quality strongly contribute to customer loyalty. These two factors work together in shaping positive customer experiences. A strong brand image paired with high-quality products builds customer confidence and satisfaction, which ultimately leads to consistent loyalty.

This combination implies that Bintang Motor Manna must continue to maintain and improve both aspects. A strong brand image will be more effective when supported by reliable products, and high product quality becomes more valuable when paired with a reputable brand name.

CONCLUSION

1. The test results for the Brand Image variable (X1) show a significance value of $0.001 < 0.05$. Because the significance value is smaller than 0.05, H_0 is rejected and H_a is accepted. This means that Brand Image has a significant influence on Customer Loyalty at Bintang Motor South Bengkulu.
2. The test results for the Product Quality variable (X2) show a significance value of $0.001 < 0.05$. Because the significance value of Product Quality is smaller than 0.05, H_0 is rejected and H_a is accepted. This means that the Product Quality variable has a significant influence on Customer Loyalty at Bintang Motor South Bengkulu.
3. From the calculation results using SPSS, the coefficient of determination of R square can be seen to be 0.654. This means that the value of brand image (X1) and the value of product quality (X2) have an effect on customer loyalty (Y) of 65.4%, while the remaining 34.6% is influenced by other variables not examined in the study.

SUGGESTION

Based on the research results, it is known that the variables of brand image and product quality are highly influential variables on customer loyalty at Bintang Motor, South Bengkulu Regency. Respondents assessed that product quality is in line with brand image and product quality. Therefore, the author recommends further improving the existing brand image by continuously improving employee product quality for the development and perfection of an agency or unit in the future.

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