

Consumer Satisfaction as an Intervening Variable in The Relationship Between Product Quality, Service Quality and Brand Image to Customer Loyalty: a Case Study on Honda Vario Motorcycles in The Jabodetabek Area

¹Sarah Maula, ²Sri Rakhmawati, ³Budiasih

^{1,2,3}Management Study Program, Faculty of Economics, Universitas Gunadarma
Jl. Margonda Raya No.100, Depok 16424, West Java, Indonesia
[1maulasarah22@gmail.com](mailto:maulasarah22@gmail.com), [2rakhma@staff.gunadarma.ac.id](mailto:rakhma@staff.gunadarma.ac.id)

Abstract

This study aims to analyze the influence of product quality, service quality, and brand image on customer loyalty through consumer satisfaction in Honda Vario motorcycle users in the Jabodetabek area. This study uses a quantitative method with a survey approach of 150 respondents who are customers aged at least 17 years who have used Honda Vario motorcycles. Data analysis was carried out using the Partial Least Square (PLS) method to test the direct and indirect relationships between variables. The results of the study show that product quality, service quality, and brand image have a positive and significant effect on consumer satisfaction. In addition, the variables of product quality, service quality and brand image affect customer loyalty and have proven to play an important role in increasing customer loyalty of Honda Vario motorcycles in the Jabodetabek area.

Keywords: brand image, consumer satisfaction, product quality, service quality

JEL Codes : **M41, M15**

INTRODUCTION

Motorcycles are the most widely used transportation, especially in developing countries like Indonesia, because they are efficient, easy to operate, and flexible. Starting with the conventional bicycle in the early 19th century, an important milestone was recorded in 1885 when Gottlieb Daimler and Wilhelm Maybach created the Reitwagen, the first gasoline-powered motorcycle. Today, motorcycles have developed into a lifestyle symbol as well as a pillar of the global economy. In Indonesia, these vehicles are vital for daily mobility, supporting online motorcycle taxis, delivering goods, and creating many jobs. The motorcycle industry involves production, assembly, financing, and after-sales service, so that it is not only a means of transportation, but also a driving force for the national and global economy.

Indonesia's automotive industry continues to grow in line with increasing purchasing power and mobility needs. Honda Motor Co., Ltd. through PT Astra Honda Motor and PT Honda Prospect Motor has successfully expanded the market to date. This provides opportunities as well as challenges for automotive industry players, especially motorcycle manufacturers, to continue to innovate and improve product quality, service quality, and Brand image in improving marketing strategies. This is done to have an impact on consumer satisfaction and customer loyalty.

Previous research results have also shown that these aspects have an important role. According to Ikas Miran (2021), it shows that the higher the quality of the product, the higher the level of consumer satisfaction of Honda motorcycles. According to Damayanti (2024), service quality has a positive and significant influence through customer satisfaction on customer loyalty. In addition, according to Wibowo et. al (2024) Brand image affects customer loyalty.

Honda has expanded the market in Indonesia, but due to the emergence of similar and increasingly diverse motorcycle products, it has become a big challenge to maintain the success of this brand. Supported by business strategies, product innovation, and marketing that are responsive to the needs of consumers or motorcycle users. In this regard, this study aims to examine the influence of product quality, service quality, and Brand image to consumer loyalty with consumer satisfaction as an intervening variable on Honda Vario motorcycles in the Jabodetabek area.

LITERATURE REVIEW

Product Quality

Product quality is one of the important aspects that marketers use in promoting and offering products. Therefore, companies or manufacturers need to pay special attention to product quality, considering that this is closely related to customer satisfaction which is the main goal of marketing (Kotler and Armstrong, 2008). According to Mullins, Orville, Larreche, and Boyd (2005:422) the quality dimension of the product consists of Performance (performance), Durability (durability) Conformance to specifications (conformity with specifications), Features (feature), Reliability, Aesthetics and Perceived quality. According to Dewi and Prabowo (2018), the dimensions of product quality include 5 indicators, including:

1. Aesthetic form.
2. Durability .
3. Reliability .
4. Ease of use.
5. Design

Quality of Service

The definition of service quality focuses on efforts to meet customer needs and desires, as well as accuracy in its delivery to be in line with customer expectations (Nasution, 2004:47). According to (Parasuraman, Berry, Zeithaml, 1990: 26) there are five indicators of service quality, namely:

1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Physical evidence (tangibles)

Brand Image

Brand image (brand image) is a reinterpretation of all perceptions of brands formed from information and past consumer and customer experiences with brands (Coaker, 2021). According to Keller (2013:97), brand image indicators can be seen from:

1. Brand Identity .
2. Brand Personality .
3. Brand Association
4. Brand Attitude and Behavior
5. Brand Benefit and Competence .

Consumer Satisfaction

Satisfaction is a positive or negative feeling that arises after a person compares their perception of a product or service. Customer satisfaction is an important element that influences consumer decisions in determining and using certain products or services (Winanto et al., 2021). According to Kotler & Keller (2021) the indicators of customer satisfaction, namely:

1. Stay Loyal
2. Purchase Products offered
3. Recommend Products
4. Willing to Pay More
5. Giving Feedback

Customer Loyalty

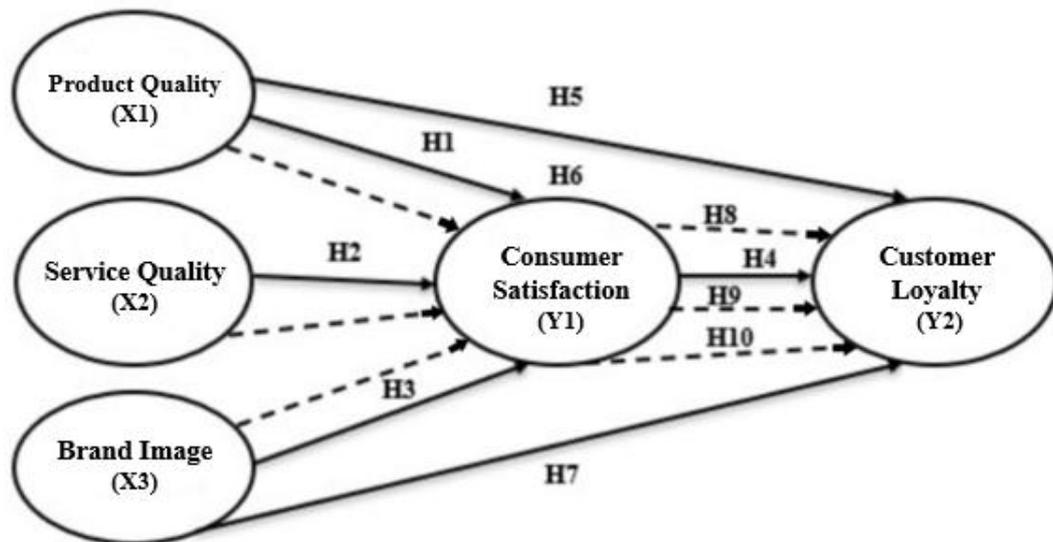
Customer loyalty to a brand can be understood as a consumer's positive attitude and interest in the brand, which is demonstrated through consistent repeat purchases over a period of time. This concept includes repurchase behavior, rejection of competitor brands, resistance to other product offers, and the tendency to recommend them to others (Sudarsono, 2020:10). According to (Octavian, 2019) the indicators of customer loyalty are:

1. Trust
2. Emotion commitment
3. Switching cost

4. Word of mouth (Word-of-mouth communication / Oral recommendations)
5. Cooperation

Research Model

Based on the theoretical study and previous research findings that have been analyzed, a framework of thought was formulated that describes the relationship between the variables of Product Quality, Service Quality, and Brand Image to Consumer Loyalty, with Consumer Satisfaction as a mediating variable on Honda Vario motorcycles in the Jabodetabek area.



Picture 1 Research Model

Research Hypothesis

Based on previous theories and research, product quality, service quality, and Brand image is estimated to have a direct effect on consumer satisfaction. Consumer satisfaction is further believed to have a positive impact on customer loyalty. In addition, product quality, service quality, and Brand image It is also suspected of having a direct influence on loyalty. Therefore, consumer satisfaction is considered a mediating variable that strengthens the linkage between product quality, service quality, and Brand image with customer loyalty on Honda Vario motorcycles in the Jabodetabek area.

H1: Product quality affects consumer satisfaction.

H2: The quality of service affects consumer satisfaction.

H3: Brand image affects consumer satisfaction.

H4: Consumer satisfaction affects consumer loyalty

H5: Product quality affects consumer loyalty.

H6: The quality of service affects consumer loyalty.

H7: Brand image affects consumer loyalty.

H8: Product quality affects consumer loyalty through satisfaction user.

H9: Service quality affects consumer loyalty through satisfaction user.

H10: Brand Image Affects Consumer Loyalty Through Satisfaction user.

RESEARCH METHOD

The subjects in this study are customers who have bought Honda Vario motorcycles. The object of this study is Product Quality (X1), Quality of Service (X2), and Brand Image (X3) to Customer Loyalty (Y) with Consumer Satisfaction (Z) as the intervening variable. In this study, the type of data used by the researcher is quantitative data, which is to test product quality, service quality, and Brand Image customer loyalty through consumer satisfaction on Honda Vario motorcycles in the Jabodetabek area. The primary data in this study is data taken from customers who have bought Honda Vario motorcycles, so this data can be done by disseminating a questionnaire through Google Form to customers of Honda Vario motorcycles. With respondents being at least 17 years old and domiciled in Jabodetabek area. The number of samples was set at 150 respondents using the purposive sampling. Based on the calculation guidelines of Hair (2022), with the number of indicators as many as 15 multiplied by 5–10 respondents, the sample

size was declared feasible. The research instrument is composed of variable indicators adapted from previous research with a Likert scale of 1–5. The data analysis process is carried out using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) through SmartPLS software version 4.0.9.9. The testing procedure includes:

1. Measurement Model (Outer Model): Convergent validity, discriminant validity, and reliability.
2. Structural Model (Inner Model): Determination coefficient (R^2), predictive relevance (Q^2), and Godness-Fit test.
3. Path Coefficient (Direct Effect) and Indirect Effect Test: With bootstrapping applied to identify direct and indirect influences between variables.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 150 customers of Honda Vario motorcycles in Jabodetabek area. Respondents were dominated by the age group of 17–25 years old with more males than females. The majority work as public/private employees and entrepreneurs with an average monthly income of IDR 5,000,000 – IDR 7,000,000. Customers' decision to choose Honda Vario is driven by considerations of fuel efficiency, affordable maintenance costs, and design and features that suit daily mobility needs.

Table 1 Respondent Characteristics

Gender	Quantity (%)
Man	51%
Woman	49%
Age	Quantity (%)
17 – 25 Years	68%
26 – 34 Years	32%
> 34 years old	1%
Domicile	Quantity (%)
Jakarta	39%
Bogor	14%
Depok	16%
Tangerang	14%
Bekasi	17%
Work	Quantity (%)
Students	13%
Public / Private Servant	49%
Entrepreneurial	13%
Other	1%
Income/ Allowance in a Month	Quantity (%)
IDR 5,000,000	70%
IDR7,000,000 – IDR10,000,000	36%
IDR 10,000,000	1%

In this study, as many as 150 respondents were recorded, with the majority consisting of men which is 51%, most are in the age range of 17-22 years which is 68%, based on domicile the majority are in the Jakarta area which is 39%, based on the category of work dominated by public/private employees, which is 49%. In terms of income in a month, it is in the range of IDR 5,000,000, which is 70%.

Measurement Model (Outer Model)

This test was conducted on 150 respondents with the aim of ensuring that each item in the study met the required criteria.

Validity Test

Convergent Validity Test

Convergent validity relates to the principle that the gauges of a contract must be highly correlated. Convergent tests in PLS with reflective indicators are assessed based on the loading factor (correlation between item score/component score and construct score) of the indicators that measure the construct. The indicator is declared valid if the value is greater than 0.70. Meanwhile, a loading factor with a value of 0.50 to 0.60 is considered sufficient (Chin in Ghozali & Aprilia, 2023).

Table 2 Convergent Validity Test Results

Variable	Indicators	Outer Loading	AVE (Average Variance Extracted) > 0.50)	Information
Product Quality	X1.1	0.777	0,675	Valid
	X1.2	0.844		Valid
	X1.4	0.858		Valid
	X1.5	0.806		Valid
Quality of Service	X2.1	0.849	0,684	Valid
	X2.3	0.834		Valid
	X2.4	0.792		Valid
	X2.5	0.831		Valid
Brand Image	X3.2	0.824	0,710	Valid
	X3.3	0.818		Valid
	X3.4	0.835		Valid
	X3.5	0.891		Valid
Consumer Satisfaction	Z.1	0.834	0,714	Valid
	Z.4	0.851		Valid
	Z.5	0.849		Valid
Customer Loyalty	Y.2	0.799	0,695	Valid
	Y.3	0.796		Valid
	Y.4	0.870		Valid
	Y.5	0.867		Valid

Based on the results in the table above, each indicator in the tested variable shows a value of Loading Factor > 0.70 and AVE > 0.50, which indicates that all indicators have met the convergent validity requirements.

Discriminating Validity Test

Discriminant validity is the degree to which a construct is completely unique and different from other constructs measured in the model. The indicator is declared valid if Loading Factor height of the intended construct, then Loading Factor will be compared to other constructs. This suggests that latent constructs predict the size of their blocks better than the size of other blocks (Ghozali & Aprilia, 2023).

Table 3 Test Discriminant Validity (Cross Loading)

Indicators	Product Quality	Quality of Service	Brand Image	Consumer Satisfaction	Customer Loyalty
X1.1	0.777	0.724	0.710	0.669	0.645
X1.2	0.844	0.700	0.738	0.708	0.704
X1.3	0.857	0.738	0.792	0.777	0.760
X1.5	0.806	0.655	0.676	0.660	0.676
X2.1	0.669	0.849	0.676	0.685	0.667
X2.3	0.751	0.834	0.756	0.722	0.711
X2.4	0.708	0.792	0.657	0.686	0.669
X2.5	0.704	0.831	0.735	0.685	0.699
X3.2	0.718	0.690	0.824	0.740	0.697
X3.3	0.726	0.704	0.818	0.728	0.700
X3.4	0.763	0.723	0.835	0.712	0.731
X3.5	0.787	0.762	0.891	0.799	0.764
Y.2	0.687	0.674	0.705	0.703	0.799
Y.3	0.674	0.702	0.665	0.674	0.796

Indicators	Product Quality	Quality of Service	Brand Image	Consumer Satisfaction	Customer Loyalty
Y.4	0.747	0.713	0.745	0.770	0.870
Y.5	0.723	0.684	0.745	0.739	0.867
Z.1	0.696	0.682	0.730	0.834	0.719
Z.4	0.728	0.743	0.755	0.851	0.719
Z.5	0.749	0.705	0.758	0.849	0.757

Based on the table above, it shows that the value Cross Loading of each indicator is greater than the value of the other variables, which indicates that the indicators have sufficient discriminant validity in representing the variable.

Reliability Test

The reliability test is a method used to assess the consistency of the questionnaire as an indicator measuring tool of a variable. A questionnaire is considered reliable if the respondent's answers to the statements show consistency over time. The reliability test is based on composite reliability values and Cronbach's alpha, where the questionnaire is said to be reliable if the composite reliability is more than 0.7 and Cronbach's alpha exceeds 0.6 (Subagio & Syaichoni, 2022).

Table 4 Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_c)
Product Quality (X1)	0.839	0.893
Quality of Service (X2)	0.845	0.896
Brand Image (X3)	0.863	0.907
Consumer Satisfaction (Z)	0.799	0.882
Customer Loyalty (Y)	0.853	0.901

Based on the table above, the results of the reliability test on five research variables using the Cronbach's Alpha and Composite Reliability. All variables have a value Composite Reliability above 0.70, which indicates that this research instrument can be said to be reliable in measuring each construct.

Structural Model (Inner Model)

The internal analysis of the model is carried out through testing Coefficient of Determination (R²), Predictive Relevance (Q²), and Model suitability (model God Is Right) by involving 150 respondents.

Coefficient of Determination Test (R2)

The determination coefficient (R Square Adjusted) shows the extent to which independent variables affect the dependent variables and assesses the substantial influence of independent latent variables on the dependent latent variables.

Table 5. Coefficient of Determination Test (R2)

Variable	R-Square (R2)
Consumer Satisfaction	0.819
Customer Loyalty	0.810

The table above shows the R-Square values of Consumer Satisfaction (0.819) or 8.19% and Customer Loyalty (0.810) or 81.0% which are in the strong category, meaning that the model-independent variables have good explanatory power.

Predictive Relevance Test (Q2)

The coefficient of determination (R²) ranges from 0–1 and is used in SEM-PLS to assess the predictive strength of the model. Values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models, while other criteria rate 0.67 as strong, 0.33 moderate, and 0.19 weak. To calculate Q2 can be used the formula, as follows:

$$Q2 = 1 - (1-R1^2) (1-R2^2)$$

$$Q2 = 1 - (1-0.819^2) (1-0.810^2)$$

$$Q^2 = 1 - (1-0.670761) (1-0.6561)$$

$$Q^2 = 1 - (0.329239) (0.3439)$$

$$Q^2 = 1 - (0.113225)$$

$$Q^2 = 0.886$$

The results of the calculation showed a Q^2 value of 0.886 indicating a very strong predictive ability of the model, so this model is considered relevant and reliable in explaining the relationship between the research variables.

Model Fit Test (*God Fit*)

Model Fit Tests play an important role in assessing the model's suitability with data, so a deep understanding of it is needed to ensure the accuracy of analysis and decision-making in research. The results of the model fit test in this study are as follows:

Table 6. God Fit Test

	Saturated model	Estimated model
SRMR	0.053	0.053
NFI	0.839	0.839

The results of the Model Fit Test in the table above show an SRMR value of 0.053 and an NFI value of 0.839, indicating that the model has a good compatibility with the data and the research is worth continuing.

Hypothesis Test

In this study, hypothesis testing was carried out using the bootstrapping method, which aims to see the influence between variables.

Direct Effect Test

Direct influence analysis was used to test the relationship of independent variables to dependent variables without a mediating role. The test was carried out with Path Coefficient through bootstrapping in SmartPLS. An effect is declared significant if the T-Statistic > 1.96 and the P-Value < 0.05 at a significance level of 5%, so that the hypothesis is declared accepted.

Table 7 Test Path Coefficient (Direct Effect)

Correlation Between Variables	Original Sample (O)	T-Statistic	P-Values
Product Quality → Consumer Satisfaction	0.235	2.388	0.017
Service Quality → Consumer Satisfaction	0.227	3.007	0.003
Brand Image → Consumer Satisfaction	0.482	5.222	0.000
Customer Satisfaction → Customer Loyalty	0.354	4.019	0.000
Product Quality → Customer Loyalty	0.210	2.048	0.041
Quality of Service → Customer Loyalty	0.354	2.159	0.031
Brand Image → Customer Loyalty	0.210	2.198	0.028

Based on the data in Table 7, the results of the analysis of the relationship between variables through the test are explained Path Coefficient.

The Effect of Product Quality on Consumer Satisfaction (H1)

Based on the results of the path coefficient test on the relationship between Product Quality and Consumer Satisfaction, the original sample value was 0.235, the T-statistics were 2.388 (> 1.96), and the P-value was 0.017 (< 0.05). These results indicate that Product Quality has a positive and significant effect on Consumer Satisfaction. Thus, the more product quality improves, the more consumer satisfaction will also increase, so that the H1 hypothesis is declared acceptable.

The Effect of Service Quality on Consumer Satisfaction (H2)

Based on the results of the path coefficient test on the relationship between Service Quality and Consumer Satisfaction, the original sample value was 0.227, T-statistics were 3.007 (> 1.96), and the P-value was 0.003 (< 0.05). These results indicate that Service Quality has a positive and significant effect on Consumer Satisfaction. Thus, the more the quality of service improves, the more consumer satisfaction will also increase, so that the H2 hypothesis is declared accepted.

The Influence of Brand Image on Consumer Satisfaction (H3)

Based on the results of the path coefficient test on the relationship between Brand Image and Consumer Satisfaction, the original sample value was 0.482, the T-statistics were 5.222 (> 1.96), and the P-value was 0.000 (< 0.05). These results indicate that Brand Image has a positive and significant effect on Consumer Satisfaction. Thus, the more the brand image increases, the more consumer satisfaction will also increase, so that the H3 hypothesis is declared acceptable.

The Effect of Consumer Satisfaction on Customer Loyalty (H4)

Based on the results of the path coefficient test on the relationship between Consumer Satisfaction and Customer Loyalty, the original sample value was 0.354, T-statistics were 4.019 (> 1.96), and the P-value was 0.000 (< 0.05). These results indicate that Consumer Satisfaction has a positive and significant effect on Customer Loyalty. Thus, the more consumer satisfaction increases, the more customer loyalty will also increase, so that the H4 hypothesis is declared acceptable.

The Influence of Product Quality on Customer Loyalty (H5)

Based on the results of the path coefficient test on the relationship between Product Quality and Customer Loyalty, the original sample value was 0.210, T-statistics were 2.048 (> 1.96), and the P-value was 0.041 (< 0.05). These results indicate that Product Quality has a positive and significant effect on Customer Loyalty. Thus, the more product quality improves, the more customer loyalty will also increase, so that the H5 hypothesis is declared accepted.

The Effect of Service Quality on Customer Loyalty (H6)

Based on the results of the path coefficient test on the relationship between Service Quality and Customer Loyalty, the original sample value was 0.354, T-statistics were 2.159 (> 1.96), and the P-value was 0.031 (< 0.05). These results indicate that Service Quality has a positive and significant effect on Customer Loyalty. Thus, the more the quality of service improves, the more customer loyalty will also increase, so that the H6 hypothesis is declared accepted.

The Influence of Brand Image on Customer Loyalty (H7)

Based on the results of the path coefficient test on the relationship between Brand Image and Customer Loyalty, the original sample value was 0.210, T-statistics were 2.198 (> 1.96), and the P-value was 0.028 (< 0.05). These results indicate that Brand Image has a positive and significant effect on Customer Loyalty. Thus, the more the brand image increases, the more customer loyalty will also increase, so that hypothesis H is declared acceptable.

Indirect Effect Test

According to Haryono (2016), indirect effect is used to determine the extent of the influence of one variable on other variables, both between exogenous and endogenous variables.

Table 8. Indirect Effect Test

Correlation Between Variables	Original sample (O)	T statistics (O/STDEV)	P- values
Product Quality → Customer Loyalty	0.083	1.996	0.046
Quality of Service → Customer Loyalty	0.080	2.256	0.024
Brand Image → Customer Loyalty	0.171	3.251	0.001

The test results in the table above show that the hypothesis Indirect effect It can be described as follows:

The Influence of Product Quality on Customer Loyalty through Consumer Satisfaction (H8)

Based on the indirect effect test, it was shown that Product Quality had a positive and significant effect on Customer Loyalty through the mediation of Consumer Satisfaction, with an original sample value of 0.083, T-statistic of 1.996 (> 1.96), and a P-value of 0.046(< 0.05). These results prove that there is an indirect influence of Product Quality on Customer Loyalty through Consumer Satisfaction, so the H8 hypothesis is accepted.

The Influence of Service Quality on Customer Loyalty through Consumer Satisfaction (H9)

Based on the indirect effect test, it is shown that Service Quality has a positive and significant effect on Customer Loyalty through the mediation of Consumer Satisfaction, with an original sample value of 0.080, T-statistic of 2.256 (> 1.96), and a P-value of 0.024(< 0.05). This result proves the indirect influence of Service Quality on Customer Loyalty through Consumer Satisfaction, so the H9 hypothesis is accepted.

The Influence of Brand Image on Customer Loyalty through Consumer Satisfaction (H10)

Based on the indirect effect test, it was shown that Brand Image had a positive and significant effect on Customer Loyalty through the mediation of Consumer Satisfaction, with an original sample value of 0.171, T-statistic of 3.251 (> 1.96), and P-value of 0.001 (< 0.05). This result proves the indirect influence of Brand Image on Customer Loyalty through Consumer Satisfaction, so the H10 hypothesis is accepted.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the research analysis that has been carried out, several main conclusions are obtained as follows:

1. Product Quality, Service Quality, and Brand Image have a positive and significant effect on Consumer Satisfaction of Honda Vario motorcycles in the Jabodetabek area.
2. Consumer Satisfaction has a positive and significant effect on Honda Vario motorcycle Customer Loyalty in the Jabodetabek area.
3. Product Quality, Service Quality, and Brand Image have a positive and significant effect on Honda Vario motorcycle Customer Loyalty in the Jabodetabek area.
4. Product Quality, Service Quality, and Brand Image have a positive and significant effect on Customer Loyalty through Consumer Satisfaction on Honda Vario motorcycles in the Jabodetabek area.

Suggestions

Based on the results of the research that has been conducted, there are several suggestions that can be given, namely:

1. Advice for Companies
 Honda Motor Company, Ltd in Indonesia is recommended to improve the quality of Honda Vario motorcycle products, especially in the Jabodetabek area in terms of performance, design, comfort, and durability, as well as optimizing friendly and professional service. In addition, strengthening brand image through consistent promotion, community, and marketing innovation needs to be done, accompanied by regular evaluations of consumer satisfaction and follow-up on feedback.
2. Advice for Academics
 For academics, further research is recommended to further explore the relationship between product quality, service quality, and brand image to consumer satisfaction and loyalty in various

business contexts. Further research can expand on other variables such as price or promotion, test on different objects or brands to strengthen generalizations, and use longitudinal and qualitative approaches to make the results obtained more comprehensive.

REFERENCES

- Damayanti. (2024). The Effect Of Product Quality And Service Quality On Customer Loyalty Through Customer Satisfaction As An Intervening Variable (Study On Vario Motorcycle Users In Sidoarjo). *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, Vol. 7. No. 2 (2024).
- Dulyadi. (2021). *Buku Ajar, Metode Penelitian Ilmiah. Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS*. Universitas Sains & Teknologi Komputer (Universitas STEKOM).
- Harjadi, D. &. (2021). *Experiental Marketing & Kualitas Produk dalam Kepuasan Pelanggan Generasi Milenial*. Penerbit Insania.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Unitomo Press.
- Januardi, d. (2021). *Kepuasan Pelanggan*. Unpri Press.
- Miran. (2021). The Effect of Product Quality And Brand Image On Customer Loyalty: Customer Satisfaction As An Intervening Variable (An Empirical Study Of Honda Motorcycle Customers In Kampar Regency). *Procuratio: Jurnal Ilmiah Manajemen*, Vol. 9 No. 2, Juni 2021. doi:10.35145/procuratio.v9i2.998
- Pandiangan, d. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. *Jurnal Ilmu Manajemen Terapan*, Volume 2, (Issue 4). doi:https://doi.org/10.31933/jimt.v2i4
- Pradana.M. (2021). *Metode Penelitian*. Eureka Media Aksara.
- Rahadi. (2023). *Pengantar Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Cv. Lentera Ilmu Madani.
- Ridho, S. &. (2024). Analisis Faktor-Faktor Yang Mempengaruhi Loyalitas Pelanggan Pengguna Shopee (Studi Kasus Pelanggan Shopee Di Kelurahan Kemas Rindo Kecamatan Kertapati Kota Palembang). *JEMBATAN (Jurnal Ekonomi, Manajemen, Bisnis, Auditing, dan Akuntansi)*, Vol.9, No.1, Juni 2024.
- Wardhana. (2024). *Consumer Behavior In The Digital Era 4.0 – Edisi Indonesia*. Eureka Media Aksara.
- Wibowo, d. (2024). Pengaruh Brand Image Dan Kualitas Produk Terhadap Loyalitas Pelanggan Dalam Industri Otomotif Honda Dengan Kepuasan Pelanggan Sebagai Variable Intervening. *JIMK : Jurnal Ilmu Manajemen Dan Kewirausahaan*, Vol. 5 No. 2 (Desember 2024). doi:10.32696/jimk.v5i2.3765