

EFFECT OF PRICE , PRODUCT QUALITY AND BRAND IMAGE ON LOYALTY THROUGH SATISFACTION MIO FINO MOTOR CUSTOMERS (Case Study at Yamaha Flagship Shop Jakarta)

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Abstract

This study aims to determine the effect of price, product quality and brand image on loyalty through Mio Fino motorcycle customer satisfaction at the Yamaha Flagship Shop Jakarta.

The research method used is the survey method, using a questionnaire as a data collection tool. The target population in the study was Mio Fino motorcycle customers, the number of samples used in this study were 234 respondents. The analytical tool used is the SPSS and Sobel test.

Based on the analysis and discussion where price directly influences Mio Fino motorcycle customer satisfaction, product quality has a direct effect on Mio Fino motorcycle customer satisfaction, brand image has a direct effect on Mio Fino motorcycle customer satisfaction, price has a direct effect on Mio Fino motorcycle customer satisfaction, quality the product directly affect the customer loyalty of the Mio Fino motorcycle, brand image has a direct effect on the customer loyalty of the Mio Fino motorcycle, customer satisfaction has a direct effect on the customer loyalty of the Mio Fino motorcycle, price influences loyalty with the customer satisfaction of the Mio Fino motorcycle as an intervening variable, product quality influences loyalty with Mio Fino motorcycle customer satisfaction as an intervening variable and brand image influences loyalty with Mio Fino motorcycle customer satisfaction at Yamaha Flagship Shop Jakarta as an intervening variable.

It is generally concluded that there is an effect of price, product quality and brand image on loyalty through Mio Fino motorcycle customer satisfaction at Yamaha Flagship Shop Jakarta.

Keywords: Price, Product Quality, Brand Image, Loyalty, Customer Satisfaction

I. PRELIMINARY

S.ePeda Motorbike is one of the most vital means of transportation, because owning and using a motorcycle can support the needs of human activities. In addition, motorbikes are easier and more practical than other means of transportation to support all human activities. Therefore, the need for a motorcycle as a means of transportation is higher. In addition to being practical, economical and easy in driving operations, motorbikes are also appropriate for all conditions so as to make motorcycles an important means of transportation for consumers. This has spurred vehicle manufacturers to create innovation both in terms of quality, model and technology of their products to get sympathy from consumers. In terms of marketing, marketers try to carry out effective marketing activities, among others, by promoting to offer and promote new products that are issued, namely with various kinds of advertising. With the hope that sales volume can

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increase, customer satisfaction will be fulfilled, and company profits will increase. Efforts to increase sales volume are carried out through studies or research with the intention of finding a number of information about factors that influence consumer behavior in buying and increasing demand for a product.

Research on the factors that influence customer satisfaction and customer loyalty has been done a lot but there appears to be a research gap. Some research gaps in previous studies, including Kurniasih (2012) said the direct effect of price on loyalty was greater than the indirect effect, Choiriah and Liana (2019) who said brand image had no effect on customer loyalty and Ariescy (2018) said harga does not affect customer satisfaction.

Based on the background of the problems outlined above, the writer is interested in taking the title "EFFECT OF PRICE, PRODUCT QUALITY AND BRAND IMAGE ON LOYALTY THROUGH MIO FINO MOTOR CUSTOMER SATISFACTION AT CUSTOMER AT YAMAHA FLAGSHIP SHOP JAKARTA"

1.1. Formulation of the problem

Based on the background stated above, the main problems of this study are:

1. Is there a direct effect on price on customer satisfaction on the Mio Fino motorcycle Yamaha Flagship Shop Jakarta?
2. Is there a direct influence on product quality on customer satisfaction Mio Fino on Yamaha Flagship Shop Jakarta?
3. Is there a direct influence of brand image on customer satisfaction on the Mio Fino motorcycle Yamaha Flagship Shop Jakarta?
4. Is there a direct influence on price on customer loyalty in the Mio Fino motorcycle Yamaha Flagship Shop Jakarta?
5. Is there a direct influence on product quality on customer loyalty Mio Fino on Yamaha Flagship Shop Jakarta?
6. Is there a direct influence of brand image on customer loyalty Mio Fino on Yamaha Flagship Shop Jakarta?
7. Is there a direct influence on customer satisfaction on customer loyalty Mio Fino on Yamaha Flagship Shop Jakarta?
8. Is there an indirect effect of price on loyalty with customer satisfaction as an intervening variable at the Yamaha Flagship Shop Jakarta?
9. Is there an indirect effect of product quality on loyalty with customer satisfaction as an intervening variable at the Yamaha Flagship Shop Jakarta?
10. Is there an indirect effect of brand image on loyalty with customer satisfaction as an intervening variable at the Yamaha Flagship Shop Jakarta?

1.2. Research purposes

Based on the above problem formulation, the objectives of this study are as follows:

1. To find out the direct effect of prices on customer satisfaction Mio Fino motorcycles on Yamaha Flagship Shop Jakarta.
2. To determine the direct effect of product quality on customer satisfaction Mio Fino motorcycles on Yamaha Flagship Shop Jakarta.
3. To find out the direct effect of brand image on customer satisfaction Mio Fino on Yamaha Flagship Shop Jakarta.
4. To find out the direct effect of price on customer loyalty of the Mio Fino motorcycle Yamaha Flagship Shop Jakarta.
5. To determine the direct effect of product quality on customer loyalty Mio Fino on Yamaha Flagship Shop Jakarta.

6. To find out the direct effect of brand image on Mio Fino motorcycle customer loyalty Yamaha Flagship Shop Jakarta.
7. To find out the direct influence of customer satisfaction on customer loyalty Mio Fino on Yamaha Flagship Shop Jakarta.
8. To find out the indirect effect of price on loyalty with customer satisfaction as an intervening variable at the Yamaha Flagship Shop Jakarta.
9. To find out the indirect effect of product quality on loyalty with customer satisfaction as an intervening variable at the Yamaha Flagship Shop Jakarta.
10. To find out the indirect effect of brand image on loyalty with customer satisfaction as an intervening variable at the Yamaha Flagship Shop Jakarta.

II. LITERATURE REVIEW

2.1. Review of Previous Research Results

Previous research is used as a comparison and reference, researchers included several journals to be reviewed.

"The Effect of Price and Service Quality on Customer Loyalty through Satisfaction Variables (Study at AHASS 0002-Astra Motor Siliwangi Workshop Semarang)" by Kurniasih (2012) *Journal of Business Administration* Volume I Number 1 September 2012 accredited by SINTA 3. eISSN 2448-4923 pISSN 2252- 3294. This study aims to determine the effect of price and service quality on customer loyalty mediated by customer satisfaction. A total of 100 customers were taken as samples through a purposive sampling method. Data collection techniques using questionnaires, interviews, observation and documentation. Data analysis uses path analysis. Research concludes that the direct effect of prices on loyalty is greater than the indirect effect. While the direct effect of service quality on loyalty is greater than the indirect effect. The effect of total price on loyalty is smaller than the effect of total service quality on loyalty.

"Analysis of the Effect of Product Quality, Service Quality and Brand Image on Consumer Satisfaction (Study of Yamaha Brand Motorcycle Users From Diponegoro University Semarang Students)" by Beladin and Dwiyanto (2013) *Diponegoro Journal of Management* Volume 2, Number 2, 2013, Pages 1 <http://ejournal-s1.undip.ac.id/index.php/djom>. This study aims to determine how much influence the quality of the product, service quality, and brand image on customer satisfaction to provide solutions to problems experienced by Yamaha motorcycles on the decline in sales, market share, and user dissatisfaction in 2012 in Indonesia. The population used in this study is Diponegoro University Semarang students who use Yamaha motorcycles. The sample in this study was 100 respondents and the technique used was non-probability sampling technique with the Accidental Sampling approach. Researchers used validity, reliability, linear regression analysis, and hypothesis testing supported by the SPSS Statistics computer program version 17.0. The independent variable is product quality, service quality, brand image and the dependent variable is customer satisfaction. The results showed that product quality, service quality, and brand image had a positive and significant effect on customer satisfaction. The results of the analysis using the coefficient of determination are 54.5% customer satisfaction can be explained by variations in product quality, service quality, brand image, while 45.5% is explained by other variables not included in this study.

"Analysis of the Effect of Price, Product Quality and Brand Image on Customer Satisfaction of Yamaha YZF-R25 Sport Motorcycles in the City of Cilegon" by Wijaya, Hartadi (2018). *Journal of Industrial Service* Vol. 4 No. October 1, 2018. This study aims to analyze the effect of price, product quality and brand image on customer satisfaction of Yamaha YZF-R25 motorbikes in the city of Cilegon. This research is descriptive quantitative. The population in this study is the people of Banten who use Yamaha YZF-R25 motorcycles. Using accidental sampling technique, the number of samples obtained

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was 100 respondents with the main study giving questionnaires to respondents who were met directly. The data analysis technique used is using multiple linear regression analysis with the F test and t test. The results showed that price, product quality and brand image have an influence on customer satisfaction partially and simultaneously. Product quality has a dominant influence on customer satisfaction.

"Analysis of Influence of Price, Product Quality, Service Quality, on Customer Loyalty at PT Ardendi Jaya Sentosa Semarang with Satisfaction as Intervening Variables (Empirical Study on Federal motorcycle parts products)" by Mucklisin, Suryawardana (2015). *Solution Scientific Magazine* Vol. 14 No. April 2, 2015 ISSN: 1412-53331. This research is motivated by the occurrence of a business phenomenon that is being faced by PT Ardendi Jaya Sentosa Semarang. This phenomenon shows fluctuations in the number of sales that tend to decline. To solve this problem the researchers used several concepts including price, product quality, service quality, satisfaction as intervening and loyalty as the variables affected. The research sample of 96 respondents. This research uses a path analysis test. The results of the research show that there is a positive and significant influence on loyalty with a significant value of par t test, the price is 2.22, product quality is 2.08, service quality is 2.70 and satisfaction is 4 , 06, all of which are greater than t table 1.96. In addition, direct and indirect effects are also known, namely the following regression equation $Y_2 = 0.22X_1 + o, 28X_2 + 0.23X_3 + 0.36Y_1$ for direct influence and $Y_2 = 0.079X_1 + 0.101X_2 + 0.082X_3$ for indirect effects . The coefficient of determination (R²) is 0.51 or 51%. 06, all of which are greater than t table 1.96. In addition, direct and indirect effects are also known, namely the following regression equation $Y_2 = 0.22X_1 + o, 28X_2 + 0.23X_3 + 0.36Y_1$ for direct influence and $Y_2 = 0.079X_1 + 0.101X_2 + 0.082X_3$ for indirect effects . The coefficient of determination (R²) is 0.51 or 51%. 06, all of which are greater than t table 1.96. In addition, direct and indirect effects are also known, namely the following regression equation $Y_2 = 0.22X_1 + o, 28X_2 + 0.23X_3 + 0.36Y_1$ for direct influence and $Y_2 = 0.079X_1 + 0.101X_2 + 0.082X_3$ for indirect effects . The coefficient of determination (R²) is 0.51 or 51%.

"The Effect of Product Quality, Brand Image, and Service Quality on Customer Loyalty Mediated by Customer Satisfaction (Study on Honda Motorcycle Customers in the City of Semarang)" by Choiriah and Liana (2019). *Proceedings of the National Seminar and Call for Papers 2019. Issues of Business and Economic Research in the Disruption Era: Publication Strategies in Reputable Journals*. Stikubank University, Semarang 3 September 2019. MADIC ISSN: 2443-2601. This research is to test and analyze the effect of product quality, brand image, and service quality on customer loyalty mediated by customer satisfaction of Honda motorcycles. This research was conducted in the city of Semarang. The population is the users and buyers of Honda motorcycles in the city of Semarang. This study uses samples. The sample size is 100 respondents according to Roscoe. Samples were taken using a purposive sampling technique with the criteria of customers who have used and bought a Honda motorcycle at least 2 times the purchase. Data processing is performed using SPSS. Tests conducted were validity, reliability, F-tests, R² and t-tests. Based on the results of the study found that product quality has a positive and significant effect on customer satisfaction, brand image has a positive and significant effect on customer satisfaction, service quality has no effect on customer satisfaction, product quality has a positive and significant effect on customer loyalty, brand image has no effect on customer loyalty , service quality has no effect on customer loyalty and customer satisfaction has a positive and significant effect on customer loyalty.

"Satisfaction and Loyalty of Honda Motorcycle Consumers in Jember". *Journal of Economics, Business, and Government Challenges*, by Ariescy, R. (2018), December 30) .1 (2), 74-82.*JoEBGC Vol. 1 No. 2 (2018) 74-82*Journal of Economics, Business, and Government Challenges *JoEBGC* Vol. 1, No. 2, pp. 74-82, 2018 ISSN 1979-7117 e-ISSN

2614-4115. This study aims to analyze the effect of price and product quality on customer satisfaction and loyalty of Honda motorcycles in Jember. The research design is confirmatory research. The study population was all Honda motorcycle customers in Jember, and then researchers took 114 samples. Researchers took respondents using non-probability sampling techniques with a purposive sampling approach. The analytical tool used is Structural Equation Modeling. The results of this study prove that product quality has a significant effect on customer loyalty. Product quality also has a significant influence on customer loyalty. Price does not affect customer satisfaction, but price has a significant effect on customer loyalty. Customer satisfaction has a significant effect on customer loyalty

"Satisfaction, Trust And Attachment On Brand Community Context: Loyalty Impact" by Ridha et al (2017) RJOAS, 4 (64), April 2017.2017-03.18. The purpose of the current research is to examine and explain the relationship between the four variables, such as brand satisfaction, brand trust, brand engagement, and brand loyalty. The object used in this study is a member of the Yamaha motorcycle community which is divided into three communities. They are; Majesty Community (Malang Jupiter Series Community), MFCM community (Mio Malang Fans Club), and YVCI (Yamaha Vixion Club Indonesia) community. A proportional simple random method was used with 108 respondents involved and then Generalized Structural Component Analysis (GeSCA) was used to analyze the data. The results showed that the relationship between brand satisfaction and brand satisfaction was significant, the relationship between brand satisfaction and brand engagement was also significant, a significant relationship had resulted between brand engagement and brand loyalty, also a significant relationship between brand trust and brand loyalty. Was obtained

"Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty" by Jahanshahi et al (2011) International Journal of Humanities and Social Science Vol. 1 No. 7; [Special Issue – June 2011]. In this study, we answer the following questions that are becoming increasingly important for managers in the automotive industry: is there a relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry? If so, what is the relationship between these four variables? The automotive industry in India is one of the largest in the world and one of the fastest growing globally. Customer satisfaction and loyalty are the most important factors affecting the automotive industry. On the other hand, Customer service can be considered an innate element of industrial products. The quality of customer service, product quality, customer satisfaction and loyalty can be measured at various stages, for example, at the beginning of a purchase, and one or two years after purchase. The study population is all Tata Indica car owners in Pune. The research hypothesis will be analyzed using regression and ANOVA. The results showed that there was a high positive correlation between the construct of customer service and product quality with customer satisfaction and loyalty The research hypothesis will be analyzed using regression and ANOVA. The results showed that there was a high positive correlation between the construct of customer service and product quality with customer satisfaction and loyalty The research hypothesis will be analyzed using regression and ANOVA. The results showed that there was a high positive correlation between the construct of customer service and product quality with customer satisfaction and loyalty

"Analyzing Customer Satisfaction and Customer Loyalty Based on Brand Image and Perceived Service Quality" by Genoveva (2015) Journal of US-China Public Administration, June 2015, Vol. 12, No. 6, 497-508. Based on this problem, the purpose of this study is to determine customer satisfaction and loyalty based on brand image and service quality. Research data collection using a questionnaire distributed to a sample of 355 respondents. Data were analyzed using SPSS 2.0 to test the validity and reliability of

the questionnaire. After a valid and reliable questionnaire, the questionnaire is returned to the respondent. Based on data analysis, it can be concluded that of the seven hypotheses, five of them are significant hypotheses

2.2. Marketing Management

Management is a science and art of regulating the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal. Management comes from the word to manage which means to regulate. Arrangements are made through a process and arranged according to the order of the management functions (Malayu, 2016: 2). According to Robbins and Coulter (2012: 36) management refers to the process of coordinating and integrating work activities in order to be completed efficiently and effectively with and through others.

2.3. Price

Sastradipoera (2013: 141) price is the result of a meeting of goods or service transactions carried out by demand and supply in the market. Swastha and Irawan (2012: 241) price is the amount of money plus (some items if possible) needed to get a combination of several items and their services.

2.4. Product quality

According to Kotler and Keller (2016: 347) product quality is the ability of a product to perform its functions, these capabilities include durability, reliability, accuracy produced by the product as a whole. Meanwhile according to Kotler and Armstrong (2013: 27) Product quality is the ability of a products to carry out their functions, including reliability, durability, accuracy, ease of operation, and product improvement, as well as other valuable attributes.

2.5. Brand Image

Rangkuty (2014: 244) states brand image is a group of brand associations that are formed and attached to consumers' minds. Consumers who are accustomed to using certain brands tend to have consistency with brand image. Brand image is something that is far outside the physical factors of a product or property. So, brand image is a condition that is owned by the product when viewed in terms of social and psychological where consumers have feelings and ideas about brands that are crucial to consumers in determining their choices. In other words the brand image as (the symbols by which we buy).

2.6. Customer satisfaction

Kotler (2016: 130) states that satisfaction is a feeling of pleasure or disappointment someone who comes from the comparison of his impression of the performance or results of a product and its expectations. If performance is below expectations, the customer is not satisfied. This can have a negative impact on the company that can reduce the number of customers and cause customers to be no longer interested in using company services that will reduce company profits. Basically the goal of a business is to create satisfied customers.

2.7. Customer loyalty

According to Tjiptono (2014: 62) customer loyalty is: "a relationship between a company and a customer in which a satisfaction is created so that it provides a good basis for making a repurchase of the same item and forming a word of mouth

recommendation". Whereas Shet dk quoted by Tjiptono (2014: 65) said that customer loyalty is a customer commitment to a brand or supplier based on a very positive attitude and reflected in consistent repurchases.

2.8. The Relationship Between Research Variables

2.8.1. The direct effect of price on customer satisfaction

Price, seen from the perspective of consumers, is often used as an indicator of value when the price is associated with the perceived benefits of goods or services. Value can be defined as the ratio between perceived benefits and prices. Thus it can be concluded that at a certain price level, if the perceived benefits increase, the value will increase as well. If the perceived value of the customer is getting higher, it will create maximum customer satisfaction (Tjiptono, 2014: 115). This is consistent with previous research conducted by Kurniasih (2012), Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018) who said there is a price effect on customer satisfaction.

2.8.2. The direct effect of product quality on customer satisfaction

Product quality is how a product is able to meet customer expectations. This will affect customer satisfaction, where customers will feel satisfied if the products offered have good product quality. Vice versa, if the company is unable to meet customer expectations to be able to provide good quality products, then the customer will feel dissatisfied. Product quality has a great influence on company profits and the company's success in the market. How product quality is able to meet the needs and expectations of customers and product quality has a very important role for the company in competing through the fulfillment of customer satisfaction. Product quality is very determining customer satisfaction, where customers will judge the quality of a product, compare with the expectations you want and need. How big is the suitability of product quality and customer expectations and needs, determines how much customer satisfaction. This is consistent with previous research conducted by Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018) and Jahanshahi et al (2011) who said there was an influence of product quality on customer satisfaction.

2.8.3. The direct effect of brand image on customer satisfaction

Brand image (brand image) is an image or something that is inherent in the minds of consumers. The better in the minds of consumers of the company's brand image, customer satisfaction will also be higher. Conversely, if consumers have bad brand image, consumer satisfaction will also be lower. From this statement, the right strategy is needed in popularizing a brand. This strategy can be started by building a positive brand image in the minds of consumers. With a positive brand image, the Inez brand will be known and popular as a brand with guaranteed quality. Positive brand image will be considered by consumers in determining the product to be bought. Brand image is expected to clearly communicate about how the company meets the desires and needs of a customer-oriented market, directing customers in a positive image of the company, brand image can also influence satisfaction. The increasingly high brand image in the minds of customers can increase satisfaction. Then it can be concluded that the higher the positive brand image in the minds of customers, the higher customer satisfaction will be. This is consistent with previous research conducted by Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018), and Genoveva (2015) who said there was an influence of brand image on customer satisfaction.

2.8.4. The direct effect of price on customer loyalty

Price is the main factor for customers before making a purchase decision. Price is an element of marketing mix that is flexible, meaning that it can be changed quickly

(Tjiptono, 2014). According to Kotler (2016) Price is the amount of money charged to a certain product. The price paid by the customer must be in accordance with the perceived quality. If the price paid matches the perceived quality the customer will feel satisfied, and conversely the customer will feel disappointed if the price paid does not match the perceived quality. Creating customer satisfaction is not easy, companies must compete with other companies to get truly loyal customers. This is consistent with previous research conducted by Kurniasih (2012), Beladin and Dwiyanto (2013), and Wijaya, Hartadi (2018) who said there was a price effect on customer loyalty.

2.8.5. The direct effect of product quality on customer loyalty

The quality of a product is a subjective study by consumers. This research is determined by what is desired and needed by consumers for the product purchased. Quality products have an important role to shape customer satisfaction. The more quality the products and services provided, the satisfaction felt by the customer the more quality the products and services provided, the higher the satisfaction felt by the customer, it can lead to benefits for the product. Likewise, if there is no satisfaction, it can cause the customer to move to another product because the quality of the product is closely related to customer loyalty. If the goods and services purchased match what is expected by consumers, there will be customer satisfaction or loyalty and vice versa. If the enjoyment that consumers get exceeds their expectations, then the consumer will really feel satisfied and they will definitely continue to make repeat purchases. Product quality is closely related to customer loyalty if the goods and services purchased match what is expected by consumers, there will be satisfaction or loyalty and vice versa. This is consistent with previous research conducted by Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018) and Jahanshahi et al (2011) who said there was an influence of product quality on customer loyalty.

2.8.6. The direct influence of brand image on customer loyalty

Brand image forms the mindset of consumers to create a perception. A good brand image helps increase company sales and market share and to build and maintain relationships with customer loyalty. The image is able to influence loyalty by shaping the stability of financial institutions that is realized with excellence that is still able to survive with changes in economic conditions in the future with a positive image and good reputation in the minds of customers. The relationship between brand image with customer loyalty lies in the beliefs and customer choice (preference) for a brand is a customer's attitude. Rangkuti (2013) which says: If customers assume that certain brands are physically different from competing brands, The brand image will be attached continuously so that it can form loyalty to a certain brand called brand loyalty. Cbrandra is a representation of the whole of the brand and is formed from information and past experience of that brand. The image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase. This is consistent with previous research conducted by Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018), and Genoveva (2015) who said there was an influence of brand image on customer loyalty.

2.8.7. The direct effect of satisfaction on customer loyalty

Satisfaction is able to influence the level of loyalty by being influenced by the pleasure that is manifested in the comfort of the transaction so that expectations are created. With the creation of satisfaction, loyalty will be formed. Information processing occurs when one of the five senses of the consumer receives input in the form of a stimulus. Stimulus is something that is received by the senses and then processed by the human brain, which will become information. Acceptance is a consumer which is the

output of receiving a stimulus. Acceptance is to decide between "yes or no", "good or bad". In assessment, when customers feel satisfied and fulfilled what are the hopes and desires will bring positive value to customers. Certainly this will continue to fulfill other satisfaction. Customers who have fallen in love with prices, products and the image that the company provides will form loyal feelings. This is consistent with previous research conducted by Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018), Ariescy, R. (2018), Ridha et al (2017), Jahanshahi et al (2011), and Genoveva (2015) who say there is an influence of satisfaction on customer loyalty.

2.8.8. The indirect effect of prices on customer loyalty through customer satisfaction

Price is the amount of money charged for a product or service. Customers' views of prices (high, low, normal) have a strong influence on purchase intentions and satisfaction. Price also affects customer satisfaction and loyalty, and will have an impact on potential long-term benefits. According to Thompson (2014: 43), the price of a product or service when compared to the value obtained by customers can affect loyalty. Service quality, product quality, price, situation factors, and personal factors including those that affect customer satisfaction, where with customer satisfaction, loyalty will be created. This is consistent with previous research conducted by Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018), Ariescy, R. (2018), Ridha et al (2017), Jahanshahi et al (2011), and Genoveva (2015) who say there is an influence indirect price towards customer loyalty through customer satisfaction

2.8.9. The indirect effect of product quality on customer loyalty through customer satisfaction

Customer satisfaction or dissatisfaction is part of the customer's experience of a product or service offered. Based on the experience gained, customers have a tendency to build certain values. This value will provide an impact for customers to make comparisons of competitors from products or services they have ever felt. If a company provides a good quality product or service, it is expected to be able to meet customer expectations and ultimately be able to provide maximum value and create satisfaction for customers compared to existing competitors. The customer is likened to a king who must be served, but this does not mean giving up everything to the customer. Efforts to satisfy customer needs must be carried out profitably or in a "win-win situation" in which both parties feel happy or nothing is harmed. This is consistent with previous research conducted by Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018), Ariescy, R. (2018), Ridha et al (2017), Jahanshahi et al (2011), and Genoveva (2015) who say there is an influence indirectly the quality of the product on customer loyalty through customer satisfaction.

2.8.10. The indirect effect of brand image on customer loyalty through customer satisfaction

Price given from national and international survey institutes to companies and is always used as a reference for similar companies means having a positive image or a good outlook. During the collaboration process the services provided in accordance with the image heard will be the correct proof that customers will continue to work closely with the company because customer loyalty has been formed. This is consistent with previous research conducted by Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018), Ariescy, R. (2018), Ridha et al (2017), Jahanshahi et al (2011), and Genoveva (2015) who say there is an influence Indirect brand image of customer loyalty through customer satisfaction.

2.9. Hypothesis Development

The hypothesis is a temporary answer to the formulation of research problems, where the research problem formulation has been stated in the form of sentence questions (Sugiyono, 2017: 192). It is said temporarily, because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection. So this hypothesis can also be said as a theoretical answer to the formulation of a research problem, not yet an empirical answer. Based on the theory and framework of thinking above, the research hypothesis can be formulated as follows:

- Ha1 price directly affects customer satisfaction
- Ha2 Product quality has a direct effect on customer satisfaction
- Ha3 *Brand image* direct effect on customer satisfaction
- Ha4 price directly affects customer loyalty
- Ha5 Product quality has a direct effect on customer loyalty
- Ha6 *Brand image* directly affect customer loyalty
- Ha7 Customer satisfaction has a direct effect on customer loyalty
- Ha8 price indirect effect on customer loyalty through customer satisfaction as a variable *intervening*
- Ha9 Product quality has an indirect effect on customer loyalty through customer satisfaction as a variable *intervening*
- Ha10 *Brand image* indirect effect on customer loyalty through customer satisfaction as an intervening variable

2.10. Research Conceptual Framework

In this conceptual framework explained about the direct and indirect effects between the variables studied and the hypotheses that will occur in this study. In this study there is a direct influence on price variables, product quality and brand image on customer satisfaction variables, there is a direct influence on price variables, product quality, brand image and customer satisfaction on customer loyalty and there are indirect effects of price, product quality, and brand image variables on customer loyalty variables through customer satisfaction variables . In accordance with the research topic, the variables of this study use a structural model that is if each variable is bound / endogenous, the condition is determined by a set of independent / exogenous variables. The following conceptual research framework is as follows:

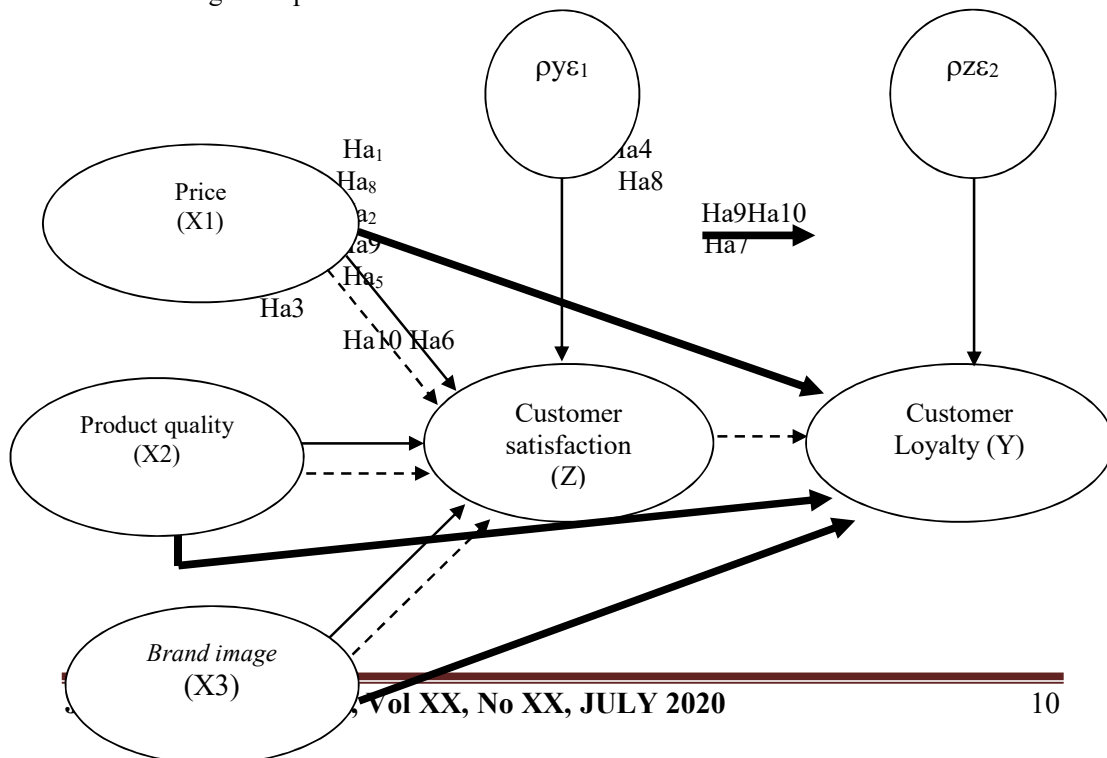


Figure 2.1. Conceptual framework the influence of price, product quality and brand image on loyalty with customer satisfaction as an intervening variable

Information:

Exogenous variables (independent):

- X1 : price
- X2 : Product quality
- X3 : Brand image
- Intervening variable (Z) : Customer satisfaction
- Endogenous (dependent) variable (Y) : Customer loyalty

III. RESEARCH METHOD

3.1. Research Strategies

The strategy used is an associative strategy. Sugiyono (2017: 125) said associative is a research that aims to determine the relationship or influence between variables. This strategy is intended to provide an explanation of the effect of price, product quality and brand image on loyalty through Mio Fino motorcycle customer satisfaction at Yamaha Flagship Shop Jakarta.

3.2. Population and Research Samples

Population is a comprehensive collection of objects that are of concern to researchers. The object of research can be in the form of living things, objects, systems and procedures, phenomena and others (Sugiyono, 2017: 116). The general population in this study is all customers Yamaha Flagship Shop Jakarta namely the entire Yamaha customer, while the target population in this study is Yamaha Mio Fino customers at Yamaha Flagship Shop Jakarta during the period of October and November 2019, amounting to 565 with an average of 12 people per day.

Determination of the number of samples in this study using the Slovin formula with an error rate of 5%, so that the reasonableness of the occurrence of errors in sampling can still be tolerated in this study. The Slovin formula is used in determining the number of samples, namely:

$$n = \frac{N}{1 + Ne^2} \dots\dots\dots (3.1)$$

Information:

- n = Sample size
- N = population size
- e = Error rate (5%)

The sample calculation using the Slovin formula is as follows:

$$n = \frac{565}{1 + 565.(0,05)^2} = 234,197 \approx 234$$

So, the number of samples used in this study was rounded to 234 respondents.

3.3. Data and Data Collection Methods

3.3.1. Research data

This research uses primary data. Primary data. According to Sugiyono (2017: 187) primary data is data collected and processed by an organization or individual directly from the object. Primary data collected in this study are respondents' perceptions related to research variables.

3.4. Data Analysis Method

Statistical analysis of the data of this study uses path analysis to see the direct and indirect effects between variables. Researchers use path analysis in this study because path analysis allows researchers to test theoretical propositions regarding causal relationships. The analysis is done by using correlation and regression so that it can be known to arrive at the last dependent variable, it must go through a direct path or through intervening. The model is depicted in the form of a circle and arrows, where a single arrow shows as a cause due to each variable in a model as a dependent variable (respondent) while the other as a cause.

3.5.1. Data processing method

In this study the management of this data uses the program *SPSS Ver. 24.00*. This is done to make it easier to manage statistical data more quickly and precisely.

3.5.2. Data presentation method

In this study, the data collected will be presented in tabular form which is expected to facilitate research in analyzing and understanding data, so that the data presented is more systematic.

3.5.3. Statistical analysis of data

The statistical analysis used in this study is Path Analysis. The main analysis carried out is to test the construct of the path whether empirically tested or not. Further analysis is carried out to look for direct and indirect effects by using correlation and regression so that it can be known to arrive at the last dependent variable, must go through the direct path or through the intervening variable.

3.5.4. Test Instrument

A questionnaire depends on the quality of the data used in the test. Research data will not be useful if the instrument to be used to collect research data does not have high validity and reliability. The tests and measurements each indicate the consistency and accuracy of the data collected.

1. Validity test

Validity Test is carried out to ascertain how well an instrument is used to measure concepts that should be measured. According to Sugiyono to test validity it is done by correlating the score of questions with the total score. Total score is the sum of all statement scores. The data that has been obtained is tabulated and analyzed by the Construct Validity method using the simple correlation method. If the result is 0.3 (critical) or more, then the factor is a strong construction or has good construction validity.

The formula used to test the validity of this instrument is Product Moment from Karl Pearson, as follows:

$$r_{xy} = \frac{n \sum X Y - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}} \dots\dots\dots (3.2)$$

Information:

- r_{xy} = The coefficient of validity of the question being sought
- n = Number of respondents sought (sample)
- X = Score obtained by subjects of all items
- Y = Total score obtained from all items

Then the results of r_{xy} are compared with the value of product moment (critical), if the results obtained by $r_{xy} > 0.3$, then the instrument is valid. In practice to test the validity of questionnaires often use the help of Microsoft Office Excel software and SPSS (Statistical Package for Social Science) Ver. 24

2. Reliability Test

Reliability Test is a tool to measure a questionnaire which is an indicator of a variable or construct (Ghozali, 2011). A questionnaire is said to be reliable if someone's answer to the statement is consistent or stable from time to time. The method used to test the reliability of the questionnaire in this study is to measure reliability with the Cronbach Alpha statistical test. To find out the questionnaire is reliable, the reliability of the questionnaire will be tested with the help of the SPSS computer program. According to Sekaran (2013), the basis for making this reliability test is as follows: If Cronbach's Alpha coefficient $\geq 0.6 \rightarrow$ then Cronbach's Alpha is acceptable (construct reliable). If Cronbach's Alpha is $< 0.6 \rightarrow$ then Cronbach's Alpha is poor acceptable (construct unreliable).

3.5.5. Path Analysis

In this technique will use two kinds of arrows, namely one-way arrows that state the effect of the independent variable on the dependent variable and two-way arrows that indicate the correlational relationship between the dependent variable. According to Riduwan and Kuncoro (2015: 115) path analysis technique is used in testing the contribution shown by the path coefficient on each path diagram of the causal relationship between variables X_1, X_2, X_3 , to Z and Y .

To describe the causality relationships between variables to be investigated. Researchers use a diagram model commonly called the research paradigm, this is used to make it easier to see the causality relationships. In path analysis the diagram model used is usually called a Path Diagram.

A path diagram is a tool for graphically depicting the structure of causality relationships between exogenous, intervening (intermediary) and endogenous variables. To present the causality of the path diagram using the single headed arrow symbol indicates a direct influence between exogenous or intervening variables and endogenous variables. These arrows also associate errors with endogenous variables, and to present the correlation or covariance between two variables using two headed arrows. Each variable is symbolized in the form of a box while other variables that are not analyzed in the model or error are represented in a circle. The path diagram can be seen in the following image:

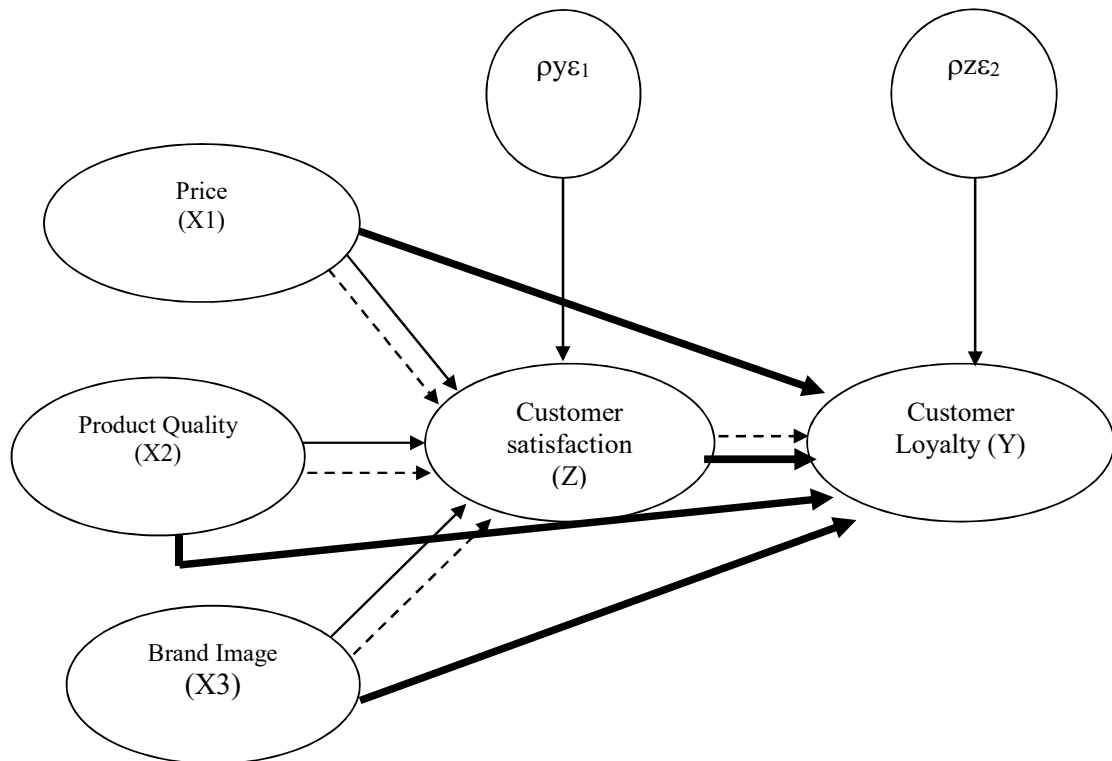


Figure 3.1. Sub Structure 1 and Sub Structure 2

To further clarify each path coefficient on a complete path diagram it can be seen path coefficients (Riduwan and Kuncoro, 2015). This model illustrates the relationship between exogenous variables namely price, product quality, and brand image and endogenous variables namely customer satisfaction and customer loyalty. The effect of price, product quality, and brand image on customer satisfaction, and satisfaction with customer loyalty is called the direct effect. While the price, product quality, and brand image of customer loyalty through customer satisfaction is called an indirect effect (indirect effect).

Hypothesis testing is used to determine the significance of the influence of endogenous variables on exogenous variables partially or simultaneously.

1. Sub-structure equation 1

$$Z = \beta_{zx1}X1 + \beta_{zx2}X2 + \beta_{zx3}X3 + \varepsilon_1$$

Information:

Z = Endogenous variable customer satisfaction

X1 = Exogenous variable price

X2 = Exogenous variable of product quality

X3 = Exogenous variable brand image

β_{zx1} = Path coefficient X1 to Z

β_{zx2} = Path coefficient of X2 to Z

β_{zx3} = Path coefficient of X3 to Z

ε_1 = Variable coefficient path error 1

Formulate a hypothesis in sub-structure equation 1:

$$Z = \beta_{zx1}X1 + \beta_{zx2}X2 + \beta_{zx3}X3 + \varepsilon_1$$

From the sub-structure equation 1 consists of the following hypotheses:

- a. Effect of X1 on Z

Ho: $\beta_{zx1} = 0$ (there is no significant direct effect on price on customer satisfaction)

Ha: $\beta_{zx1} \neq 0$ (there is a significant direct effect on price on customer satisfaction)

b. Effect of X2 on Z

Ho: $\beta_{zx2} = 0$ (there is no significant direct effect of product quality on customer satisfaction)

Ha: $\beta_{zx2} \neq 0$ (there is a significant direct effect on product quality on customer satisfaction)

c. Effect of X3 on Z

Ho: $\beta_{zx3} = 0$ (there is no significant direct effect *brand image* on customer satisfaction)

Ha: $\beta_{zx3} \neq 0$ (there is a significant direct effect *brand image* on customer satisfaction)

To test the effect of each change in endogenous variables on changes in exogenous variables, it is seen from the significance of t compared to the real level α ($5\% = 0.05$) with the following criteria:

1) Ho is rejected, Ha is accepted if the significance of $t < 0.05$

2) Ho is accepted, Ha is rejected if the significance of $t > 0.05$

d. To calculate error 1 (ε_1), it will do the hypothesis testing Effect of X1 X2 and X3 on Z

Ho: $\beta_{z\varepsilon_1} = 0$ (there is no significant effect on price, product quality and *brand image* on customer satisfaction)

Ha: $\beta_{z\varepsilon_1} \neq 0$ (there is a significant influence on price, product quality and *brand image* on customer satisfaction)

To examine the effect of changing endogenous variables together on changes in exogenous variables, it is seen from the significance of F compared to the real level α ($5\% = 0.05$) with the following criteria:

1) Ho is rejected, Ha is accepted if the significance is $F < 0.05$

2) Ho is accepted, Ha is rejected if the significance is $F > 0.05$

2. Sub-structure equation 2

$$Y = \beta_{yx1}X1 + \beta_{yx2}X2 + \beta_{yx3}X3 + \beta_{yz}Z + \varepsilon_2$$

Information:

Y = Endogenous variables of customer loyalty

Z = Endogenous variable customer satisfaction

X1 = Exogenous variable price

X2 = Exogenous variable of product quality

X3 = Exogenous variable brand image

β_{yx1} = Path coefficient X1 to Y

β_{yx2} = Path coefficient X2 to Y

β_{yx3} = Path coefficient X3 to Y

β_{yz} = Path coefficient of Z to Y

ε_2 = Variable coefficient path error 2

Formulate a hypothesis in sub-structure equation 2:

$$Y = \beta_{yx1}X1 + \beta_{yx2}X2 + \beta_{yx3}X3 + \beta_{yz}Z + \varepsilon_2$$

a. Effect of X1 on Y

Ho: $\beta_{yx1} = 0$ (there is no significant direct effect on price on customer loyalty)

Ha: $\beta_{yx1} \neq 0$ (there is a significant direct effect on price on customer loyalty)

b. Effect of X2 on Y

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Ho: $\beta_{yx2} = 0$ (there is no significant direct effect on product quality on customer loyalty)

Ha: $\beta_{yx2} \neq 0$ (there is a significant direct effect on product quality on customer loyalty)

c. Effect of X3 on Y

Ho: $\beta_{yx3} = 0$ (there is no significant direct effect *brand image* on customer loyalty)

Ha: $\beta_{yx3} \neq 0$ (there is a significant direct effect *brand image* on customer loyalty)

d. Effect of Z on Y

Ho: $\beta_{yz} = 0$ (there is no significant direct effect of satisfaction on customer loyalty)

Ha: $\beta_{yz} \neq 0$ (there is a significant direct effect of satisfaction on customer loyalty)

To test the effect of each change in endogenous variables on changes in exogenous variables, it is seen from the significance of t compared to the real level α ($5\% = 0.05$) with the following criteria:

1) Ho is rejected, Ha is accepted if the significance of $t < 0.05$

2) Ho is accepted, Ha is rejected if the significance of $t > 0.05$

e. To calculate error 2 (ε_2), it will do the hypothesis testing Effect of X1 X2 X3 Z on Y

Ho: $\beta_{y\varepsilon_2} = 0$ (there is no significant effect on price, product quality, *brand image* and satisfaction with customer loyalty)

Ha: $\beta_{y\varepsilon_2} \neq 0$ (there is a significant influence on price, product quality, *brand image* and satisfaction with customer loyalty)

To examine the effect of changing endogenous variables together on changes in exogenous variables, it is seen from the significance of F compared to the real level α ($5\% = 0.05$) with the following criteria:

1) Ho is rejected, Ha is accepted if the significance is $F < 0.05$

2) Ho is accepted, Ha is rejected if the significance is $F > 0.05$

3. To calculate the indirect effect of prices on customer loyalty through customer satisfaction, product quality on customer loyalty through customer satisfaction and brand image on customer loyalty through customer satisfaction, Sobel Test will be conducted.

Where to answer the problem formulation as follows:

a. Effect of price on loyalty with customer satisfaction as an intervening variable.

b. The influence of product quality on loyalty with customer satisfaction as an intervening variable.

c. The influence of brand image on loyalty with customer satisfaction as an intervening variable

Testing mediation hypotheses can be done with a procedure developed by Sobel and is known as the Sobel test (Sobel test). The sobel test is done by testing the strength of the indirect effect of X to Y through M. The indirect effect of X to Y through M is calculated by multiplying the path of $X \rightarrow M$ (a) with line $M \rightarrow Y$ (b) or ab .

So the coefficient $ab = (c - c')$, where c is the effect of X on Y without controlling M, while c' is the coefficient of the effect of X on Y after controlling M.

The standard Sobel test error formula is calculated by the formula below:

$$Sat = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

To test the significance of the indirect effect, it is necessary to calculate the t value of the ab coefficient with the following formula:

$$ab$$

$$t = \frac{ab}{sab}$$

The value of t arithmetic is compared with the value of t table. If the t value is greater than the t value of the table, it can be concluded that there is a mediation effect. The assumption of the sobel test requires a large number of samples, if the number of samples is small, the sobel test becomes less conservative (Ghozali, 2013).

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

Yamaha Flagship Shop Jakarta located at Jalan Letjen Suprpto No.402, Cempaka Putih, RT.9 / RW.7, Cemp. Putih Tim., Kec. Cemp Putih, Kota Jakarta Pusat, Special Capital Region of Jakarta 10510. Yamaha Flagship Shop Jakarta is a company engaged in the sale of motorized vehicles of Yamaha products. Yamaha Flagship Shop Jakarta has eleven branch offices in the form of authorized Yamaha motorcycle dealers in East Jakarta. In this company the activities carried out in addition to sales activities, this company also provides maintenance services for Yamaha motor vehicles and accepts orders for all types of parts for large motorbikes Yamaha products.

4.2. Description of Respondents

In this study data collection using a questionnaire, which was given to 234 Yamaha Mio Fino motorcycle respondents who described the characteristics of the respondents, as shown in the table below:

Table 4.1. Data Characteristics of Respondents Based Research Gender

No.	Gender	Number of people)	Percentage (%)
1	Girl	84	36
2	Male	150	64
total		234	100

Source: Data processed (2019)

In this study, the highest number of respondents was male sex as many as 150 people or 64% due to the tendency of motorcycles sold more male motorcycles. The lowest respondents were female sex with 84 people or 36%

Table 4.2. Data Characteristics of Respondents Based Research Age type

No.	Age (years)	Number of people)	Percentage (%)
1	17 - <20	79	34
2	20 - <30	90	38
3	30 - <50	65	28
4	≥ 50	-	-
total		234	100

Source: Data processed (2019)

In this study, the highest number of respondents was after 20 - <30 years as many as 90 people or 38% because this age followed the latest motorcycle trends in meeting their needs. The lowest respondent is age ≥ 50 because in general this age rarely buys alone.

Table 4.3. Data Characteristics of Respondents Based Research Last education

No.	Last education	Number of people)	Percentage (%)
1	High school	88	38
2	D3	24	10

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3	S1	94	40
4	S2	28	12
total		234	100

Source: Data processed (2019)

In this study the highest number of respondents is the last education S1 as many as 94 people or 40% due to the mindset of the latest education S1 is more concerned with trends. The lowest respondent is the last graduate education as many as 28 people or 12% due to the last high school education prioritizing their life interests such as food and clothing needs.

Table 4.4. Data Characteristics of Respondents Based Research Type of work

No.	Profession	Number of people)	Percentage (%)
1	Private employees	101	43
2	Government employees	14	6
3	Entrepreneur	31	13
4	Student / Student	70	30
5	Housewife	18	8
total		234	100

Source: Data processed (2019)

In this study, the highest number of respondents were 101 private employees or 43% because motorcycles were used according to their individual needs such as going to work, malls, traveling and so on. The lowest respondent is 18 housewives or 8% because housewives choose other motorbikes.

4.3. Instrument Test Results

This research uses primary data. Data were collected by distributing questionnaires, namely by giving written statements to respondents. Furthermore the respondent gave a response to the statement given. This questionnaire is closed where the answer is already available. The completion of this questionnaire is expected to be completed quickly. Before the questionnaire was distributed to the study sample, firstly it was tested on 30 respondents outside the study sample. to measure the validity and reliability of the measuring instrument.

4.3.1. Validity test

Testing the validity of the instrument is to determine the degree of accuracy of the instrument to collect research data. This test is conducted to determine whether all research statements (instruments) submitted to measure the research variables are valid. The type of validity used in this study is construct validity which includes understanding the theoretical arguments that underlie the measurements obtained. To test the validity of this study calculated by computer using the Statistical Product and Service Solutions (SPSS) program, the results for making a decision are to compare r counts with critical. The calculated value can be obtained using the Product Moment Correlation Coefficient value. If the Product Moment Correlation Coefficient value > critical, the item statement is said to be valid or if r count is positive, and r count > r critical, then the item or variable is valid. If r arithmetic is not positive, and r arithmetic < critical, then the item or variable is invalid. Where is critical use 0.30. The validity test results for each statement can be seen in the table below (the results of the SPSS instrument validity test are in the appendix):

Table 4.5. Overall Results of Validity Test

No	Statement	count Variable X1	count Variable X2	count Variable X3	count Z variable	count Y variable	critical	Information
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No	Statement	count Variable X1	count Variable X2	count Variable X3	count Z variable	count Y variable	critical	Information
1	Q1	0.822	.857	0.840	0.848	0.746	0.30	Valid
2	Q2	0.829	.493	0.877	0.915	0.644	0.30	Valid
3	Q3	.906	0.574	.804	0.849	0.713	0.30	Valid
4	Q4	0.765	0.846	0.825	.807	0.823	0.30	Valid
5	Q5	0.616	0.860	0.838	0.850	.441	0.30	Valid
6	Q6	0.636	.774	0.822	0.788	.777	0.30	Valid
7	Q7	.802	0.922	.903		.656	0.30	Valid
8	Q8		0.794	.676		.656	0.30	Valid

Source: Data processed (2019)

Based on the results of the validity test, it was concluded that all statements tested were all with a calculated value greater than 0.30. Based on these results it can be said that all statements in this study are valid.

4.3.2. Reliability Test

Reliability test is used to determine the consistency or stability of the measuring instrument, whether the instrument used is reliable and remains consistent if the measurement can be repeated. In this reliability test the SPSS program is used with the Cronbach's Alpha method. For reliability testing of the same instrument the Cronbach's Alpha formula was used. This formula is used to see the extent to which the measuring instrument can give relatively no different results if the measurements are taken again to the same symptoms at different times. So the measurement of reliability relates to the consistency and accuracy of measurements. Reliability test results for the competency variables of ship crews and seaworthiness (results of the SPSS instrument reliability test are in the appendix):

Table 4.6. Overall Reliability Test Results

Variable	Alpha Cronbach	> / <	Constant	Information
Price (X1)	0.875	>	0.60	Reliable
Product Quality (X2)	.902	>	0.60	Reliable
Brand Image (X3)	0.929	>	0.60	Reliable
Customer Satisfaction (Z)	0.917	>	0.60	Reliable
Customer Loyalty (Y)	0.816	>	0.60	Reliable

Source: Data processed (2019)

From the output table the reliability test results above show the Alpha Cronbach value for the three variables used in this study is greater than 0.60. So it can be concluded that all variables in this study are reliable.

4.4. Statistical Analysis of Data

4.4.1. Path analysis (sub-structure model and path coefficient)

In rare path analysis the first is to test sub-structure 1 and sub-structure 2.

1. Test the influence of price, price and product quality on customer satisfaction Mio Fino motor (Substructure 1)

Based on data processing for sub-structure 1, the following results are obtained:

Table 4.7. Coefficient of structural equation sub structure 1

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Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3,056	,736		4,151	,000
	Price (X1)	,409	,034	,461	12,094	,000
	Product Quality (X2)	,401	,036	,464	11,051	,000
	Brand Image (X3)	,093	,040	,088	2,342	,020

a. Dependent Variable: Customer Satisfaction (Z)

Source: Processed data from SPSS 24 (2019)

The results of the calculation (output) of the structural equation in Chapter 1, as follows:

$$Z = 0.461 X1 + 0.464 X2 + 0.088 X3 + \varepsilon_1$$

Based on the structural equation in sub-structure 1 above, it can be interpreted as follows:

- The effect of prices on Mio Fino motorcycle customer satisfaction based on the table above is 0.461 or 46.1%. This shows that 46.1% of Mio Fino motorcycle customer satisfaction, is determined by price
- The influence of product quality on customer satisfaction of Mio Fino motorcycles based on the Table above is 0.464 or 46.4%. This shows that 46.4% of Mio Fino's motorcycle customer satisfaction is determined by product quality
- The influence of brand image on Mio Fino motorcycle customer satisfaction based on the Table above is 0.088 or 8.8%. This shows that 8.8% of Mio Fino's motorcycle customer satisfaction is determined by the brand image

The magnitude of the simultaneous influence of price, product quality, and brand image on customer satisfaction of Mio Fino motorcycles, obtained data processing results can be seen in Table 4.8 below

Table 4.8. Coefficient of Determination

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,913a	,833	,831	1.20776

a. Predictors: (Constant), Brand Image (X3), Price (X1), Product Quality (X2)

Source: Processed data from SPSS 24 (2019)

The number of Rsquare (R²) is 0.833. This figure shows that the effect of price, product quality, and brand image simultaneously on Mio Fino motorcycle customer satisfaction is 83.3%. The remaining 16.7% is influenced by other factors. In other words, the customer satisfaction variable of the Mio Fino motorcycle can be explained using the price, product quality, and brand image variables of 83.3% while the remaining 16.7% influence is explained by other variables outside this research model.

Based on the results of the test analysis of sub-structure path 1 (X1 X2 and X3 against Z) each value is obtained:

- $\beta_{zx1} = 0.461$
 - $\beta_{zx2} = 0.464$
 - $\beta_{zx3} = 0.088$
 - The amount of the residual coefficient $\beta_{z\varepsilon_1} = 1 - 0,833 = 0.167$
- Test the effect of price, product quality, brand image and customer satisfaction on Mio Fino motorcycle customer loyalty (Sub-structure 2)

Based on data processing for sub-structural 2, the following results are obtained:

Table 4.9. Coefficient of structural equation sub-structure 2

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	,631	,946		,666	506

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Price (X1)	,181	,054	,162	3,375	,001
Product Quality (X2)	,153	,056	,140	2,742	,007
Brand Image (X3)	,148	,050	,111	2,965	,003
Customer Satisfaction (Z)	,726	,082	,576	8,883	,000

a. Dependent Variable: Customer Loyalty (Y)

Source: Processed data from SPSS 24 (2019)

The calculation results (output) of the structural equation pasa sub-structure 2 as follows:

$$Y = 0.162 X1 + 0.140 X2 + 0.111 X3 + 0.576 Z + \varepsilon_2$$

Based on the structural equation in sub-structure 2 above, it can be interpreted as follows:

- The effect of prices on Mio Fino motorcycle customer loyalty based on the Table above is 0.162 or 16.2%. This shows that 16.2% of Mio Fino's motorcycle customer loyalty is determined by price
- The influence of product quality on Mio Fino motorcycle customer loyalty based on the Table above is 0.140 or 29.3%. This shows that 29.3% of Mio Fino's motorcycle customer loyalty is determined by product quality
- The effect of prices on Mio Fino motorcycle customer loyalty based on the Table above is 0.111 or 11.1%. This shows that 11.1% of Mio Fino's motorcycle customer loyalty is determined by price
- The influence of customer satisfaction on customer loyalty Mio Fino based on the table above is 0.576 or 57.6%. This shows that 57.6% of Mio Fino motorcycle customer loyalty is determined by Mio Fino motorcycle customer satisfaction.

The magnitude of the simultaneous influence of price, product quality, brand image and customer satisfaction on customer loyalty Mio Fino obtained data processing results that can be seen in Table 4.10 below:

Table 4.10. Coefficient of Determination

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,916a	,839	,837	1.49757

a. Predictors: (Constant), Customer Satisfaction (Z), Brand Image (X3), Price (X1), Product Quality (X2)

Source: Processed data from SPSS 24 (2019)

The amount of Rsquare (R²) is 0.839. This figure shows that the influence of the use of price, product quality, brand image and customer satisfaction of Mio Fino motorcycles simultaneously on Mio Fino motorcycle customer loyalty is 83.16.1%. The remaining 16.1% is influenced by other factors. In other words, the variable customer loyalty of the Mio Fino motorcycle can be explained using the variable price, product quality, brand image and customer satisfaction of the Mio Fino motor of 83.16.1% while the influence of 16.1% is explained by other variables outside the research model this.

Based on the results of the analysis of sub-structure path 1 (X1 X2 X3 and Z against Y) each value is obtained:

- $\beta_{yx1} = 0.162$
- $\beta_{yx2} = 0.140$
- $\beta_{yx3} = 0.111$
- $\beta_{yz} = 0.576$
- The amount of the residual coefficient $\beta_{y\varepsilon_2} = 1 - 0,839 = 0.161$

The path diagram of the influence of price, product quality, brand image and customer satisfaction on Mio Fino motorcycle customer loyalty can be seen in the following figure:

- The effect of prices on customer satisfaction of Mio Fino motorbikes is $\beta_{zx1} = 0.461$ or 46.1%

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- b. The influence of product quality on customer satisfaction Mio Fino motor amounted to $\beta_{zx2} = 0.464$ or 46.4%
 - c. The influence of brand image on customer satisfaction Mio Fino motor amounted to $\beta_{zx3} = 0.088$ or 8.8%
 - d. The effect of prices on Mio Fino motorcycle customer loyalty amounted to $\rho\beta_{yx1} = 0.162$ or 16.2%
 - e. The effect of product quality on customer loyalty of Mio Fino motor amounted to $\beta_{yx2} = 0.140$ or 14%
 - f. The influence of brand image on customer loyalty of Mio Fino motor amounted to $\beta_{yx3} = 0.111$ or 11.1%
 - g. The influence of customer satisfaction on customer loyalty Mio Fino of $\beta_{yz} = 0.576$ or 57.6%
2. Indirect effect (indirect effect)
- a. The effect of prices on customer loyalty of the Mio Fino motorcycle through customer satisfaction is $\beta_{zx1} (0.461) \times \beta_{yz} (0.576) = 0.266$ or 26.6%
 - b. Effect of product quality on customer loyalty Mio Fino through customer satisfaction is $\beta_{zx2} (0.464) \times \beta_{yz} (0.576) = 0.267$ or 26.7%
 - c. The influence of brand image on Mio Fino motorcycle customer loyalty through customer satisfaction is $\beta_{zx3} (0.088) \times \beta_{yz} (0.576) = 0.051$ or 5.1%
3. Total effect
- a. The direct effect of price on customer satisfaction of Mio Fino motor is $\rho_{zx} 0.461$. indirect effect of prices on customer loyalty Mio Fino through customer satisfaction is 0.266 then the total effect of 0.727 or 72.7%.
 - b. The direct effect of product quality on customer satisfaction Mio Fino motor amounted to $\beta_{zx} 0.464$. indirect effect of product quality on customer loyalty Mio Fino through customer satisfaction is 0.267 then the total effect is 0.731 or 73.1%.
 - c. The direct effect of brand image on customer satisfaction of Mio Fino motor amounted to $\beta_{zx} 0.088$. the indirect effect of brand image on customer loyalty Mio Fino through customer satisfaction is 0.051 then the total effect is 0.139 or 13.9%.

Table 4.21. Interpretation of Research Results Sub Structure 1 and Sub Structure 2

Independent variable - dependent	Direct Influence
Price - Customer satisfaction	0.461
Product quality - Customer satisfaction	0.464
<i>Brand image</i> - Customer satisfaction	0.088
Price - customer loyalty	.162
Product quality - Customer loyalty	0.140
<i>Brand image</i> - Customer loyalty	.111
Customer satisfaction - Customer loyalty	0.576
Independent variable - dependent	Indirect Influence
price - Customer satisfaction - Customer loyalty	0.266
Product quality - Customer satisfaction - Customer loyalty	0.267
<i>Brand image</i> - Customer satisfaction - Customer loyalty	0.051
Direct Influence + Indirect Influence	Total Influence

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(price - customer satisfaction) + (price - customer satisfaction - customer loyalty)	0.727
(Product quality - Customer satisfaction) + (Product quality - Customer satisfaction - Customer loyalty)	0.731
(Brand image - Customer satisfaction) + (Brand image - Customer satisfaction - Customer loyalty)	.139

Source: Processed data from SPSS 24 (2019)

4.4.2. Hypothesis testing

Hypothesis testing is used to determine the significance of the influence of exogenous variables on endogenous variables. The steps of testing the hypothesis in this study are:

1. Testing for direct influence

Test the effect of price, product quality and brand image on Mio Fino motorcycle customer satisfaction (Sub-structure 1)

Based on data processing for sub-structure 1, the following results are obtained:

Table 4.12. Sub-structure hypothesis testing 1

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3,056	,736		4,151	,000
Price (X1)	,409	,034	,461	12,094	,000
Product Quality (X2)	,401	,036	,464	11,051	,000
Brand Image (X3)	,093	,040	,088	2,342	,020

a. Dependent Variable: Customer Satisfaction (Z)

Source: Processed data from SPSS 24 (2019)

a. Effect of X1 on Z

Ho: $\beta_{zx1} = 0$ (there is no significant direct effect of price on customer satisfaction on the Yamaha Mio Fino motorcycle *Flagship Shop Jakarta*)

Ha: $\beta_{zx1} \neq 0$ (There is a significant direct effect of price on customer satisfaction of Mio Fino motorcycles on Yamaha *Flagship Shop Jakarta*)

After testing the above research hypothesis and based on the results of computer calculations (Table 4.12), the significance of the variable X1 t is 0,000 smaller than the real level or 0,000 < 0.05.

Therefore, it can be concluded that if Ho is rejected or Ha accepted, there is a significant direct effect on price on customer satisfaction of the Mio Fino motorcycle at Yamaha *Flagship Shop Jakarta*.

b. Effect of X2 on Z

Ho: $\beta_{zx2} = 0$ (There is no significant direct effect of product quality on customer satisfaction of Mio Fino motorcycles on Yamaha *Flagship Shop Jakarta*)

Ha: $\beta_{zx2} \neq 0$ (There is a significant direct effect of product quality on customer satisfaction of Mio Fino motorcycles on Yamaha *Flagship Shop Jakarta*)

After testing the above research hypotheses and based on the results of computer calculations (Table 4.12), the significance of the variable X2 t is 0,000 smaller than the real level or 0,000 < 0.05.

Therefore, it can be concluded that if Ho is rejected or Ha is accepted,

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then there is a significant direct effect of product quality on customer satisfaction of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta.

c. Effect of X3 on Z

Ho: $\beta_{zx3} = 0$ (there is no significant direct effect *brand image* to the customer satisfaction of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta)

Ha: $\beta_{zx3} \neq 0$ (there is a significant direct effect *brand image* to the customer satisfaction of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta)

After testing the above research hypotheses and based on the results of computer calculations (Table 4.23), the significance of the variable X2 t is 0.020 smaller than the real level or $0.020 < 0.05$.

Therefore, it can be concluded that if Ho is rejected or Ha accepted, there is a significant direct effect of brand image on customer satisfaction of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta.

2. Testing for direct influence

Test the effect of price, product quality, brand image and customer satisfaction on Mio Fino motorcycle customer loyalty (Sub-structure 2)

Based on data processing for sub-structural 2, the following results are obtained:

Table 4.13. Testing the sub-structure hypothesis 2

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	,631	,946		,666	,506
1 Price (X1)	,181	,054	,162	3,375	,001
Product Quality (X2)	,153	,056	,140	2,742	,007
Brand Image (X3)	,148	,050	,111	2,965	,003
Customer Satisfaction (Z)	,726	,082	,576	8,883	,000

a. Dependent Variable: Customer Loyalty (Y)

Source: Processed data from SPSS 24 (2019)

a. Effect of X1 on Y

Ho: $\beta_{yx1} = 0$ (there is no significant direct effect on price on Mio Fino motorcycle customer loyalty on Yamaha Flagship Shop Jakarta)

Ha: $\beta_{yx1} \neq 0$ (there is a significant direct effect on prices on Mio Fino motorcycle customer loyalty at Yamaha Flagship Shop Jakarta)

After testing the above research hypothesis and based on the results of computer calculations (Table 4.13), the significance of the variable X1 t is 0.001 smaller than the real level or $0.001 < 0.05$.

Therefore, it can be concluded that if Ho is rejected or Ha accepted, there is a significant direct effect on prices on Mio Fino motorcycle customer loyalty at Yamaha Flagship Shop Jakarta.

b. Effect of X2 on Y

Ho: $\beta_{yx2} = 0$ (there is no significant direct effect on product quality on Mio Fino motorcycle customer loyalty on Yamaha Flagship Shop Jakarta)

Ha: $\beta_{yx2} \neq 0$ (there is a significant direct effect on product quality on Mio Fino motorcycle customer loyalty at Yamaha Flagship Shop Jakarta)

After testing the above research hypothesis and based on the results of computer calculations (Table 4.13), the significance of the

variable X2 t is 0.007 smaller than the real level or $0.007 < 0.05$.

Therefore, it can be concluded that if H_0 is rejected or H_a is accepted, then there is a significant direct effect of product quality on customer loyalty of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta.

c. Effect of X3 on Y

$H_0: \beta_{yx3} = 0$ (there is no significant direct effect *brand image* on customer loyalty of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta)

$H_a: \beta_{Yx3} \neq 0$ (there is a significant direct effect *brand image* on customer loyalty of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta)

After testing the above research hypothesis and based on the results of computer calculations (Table 4.13), the significance of the variable X2 t is 0.003 smaller than the real level or $0.003 > 0.05$. Therefore, it can be concluded that if H_0 is rejected or H_a accepted, there is a significant direct effect of brand image on Mio Fino motorcycle customer loyalty at Yamaha Flagship Shop Jakarta.

d. Effect of Z on Y

$H_0: \beta_{zy} = 0$ (there is no significant direct effect of customer satisfaction on customer loyalty Mio Fino on Yamaha *Flagship Shop* Jakarta)

$H_a: \beta_{zy} \neq 0$ (There is a significant direct effect of customer satisfaction on customer loyalty of the Mio Fino motorcycle to Yamaha *Flagship Shop* Jakarta)

After testing the above research hypotheses and based on the results of computer calculations (Table 4.13), the significance of the variable t Y is 0,000 smaller than the real level or $0,000 < 0.05$. Therefore, it can be concluded that if H_0 is rejected or H_a accepted, there is a significant direct effect of customer satisfaction on customer loyalty of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta.

3. Sobel test

The sobel test is intended to test the significance of the indirect effect, by calculating the t value of the coefficient of exogenous variables and mediating variables, the p-value compared to 0.05. If the p-value < 0.05 , it can be concluded that there is a mediation effect. The sobel tests conducted in this study are as follows:

a. Price against Mio Fino motorcycle customer loyalty through customer satisfaction

The results of the path analysis show that the price directly affects the customer loyalty of the Mio Fino motorcycle and also directly affects the customer satisfaction of the Mio Fino motorcycle. To determine the effect of prices on customer loyalty Mio Fino through customer satisfaction can be tested with the sobel test as follows

Table 4.14. The output *sobel test* the price of Mio Fino motorcycle customer loyalty through customer satisfaction

Input:	Test statistic:	Std. Error:	p-value:
a 0.409	Sobel test: 7.13055276	0.04164249	0.000
b 0.726	Aroian test: 7.11462524	0.04173572	0.000
s _a 0.034	Goodman test: 7.14658774	0.04154906	0.000
s _b 0.082	Reset all	Calculate	

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Source: Processed data (2019)

The calculation results obtained p-value of 0,000 smaller than the real level or $0,000 < 0.05$. It can be concluded that there is a mediating effect between price on Mio Fino motorcycle customer loyalty through customer satisfaction. In accordance with the results of the analysis above Mio Fino motorcycle customer satisfaction can be an intermediary of the price of Mio Fino motorcycle customer loyalty.

b. Product quality on customer loyalty of the Mio Fino motorcycle through customer satisfaction

The results of the path analysis show that product quality has a direct effect on customer loyalty of the Mio Fino motorcycle and has a direct effect on customer satisfaction on the Mio Fino motorcycle. To determine the effect of product quality on customer loyalty Mio Fino through customer satisfaction can be tested with the sobel test as follows:

Table 4.15. The output *sobel test* product quality on customer loyalty of the Mio Fino motorcycle through customer satisfaction

Input:	Test statistic:	Std. Error:	p-value:
a 0.401	Sobel test: 6.93094983	0.04200377	0.000
b 0.726	Aroian test: 6.91389632	0.04210737	0.000
s _a 0.036	Goodman test: 6.94813016	0.04189991	0.000
s _b 0.082	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

Source: Sobel test data processed data (2019)

The calculation results obtained p-value of 0,000 smaller than the real level or $0,000 < 0.05$. It can be concluded that there is a mediating effect between product quality on Mio Fino motorcycle customer loyalty through customer satisfaction. In accordance with the results of the analysis above Mio Fino motorcycle customer satisfaction can be an intermediary of product quality on customer loyalty Mio Fino motorcycles.

c. Brand image Mio Fino motorcycle customer loyalty through customer satisfaction

The path analysis results show that brand image has a direct effect on customer loyalty of Mio Fino motorcycles and does not directly affect customer satisfaction of Mio Fino motorcycles. To determine the effect of brand image on customer loyalty Mio Fino through customer satisfaction can be tested with the following test:

Table 4.16. The output *sobel test* brand image of Mio Fino motorcycle customer loyalty through customer satisfaction

Input:	Test statistic:	Std. Error:	p-value:
a 0.093	Sobel test: 2.24875493	0.03002461	0.02452809
b 0.726	Aroian test: 2.23545533	0.03020324	0.02538747
s _a 0.040	Goodman test: 2.26229478	0.02984492	0.0236792
s _b 0.082	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

Source: Sobel test data processed data (2019)

The calculation results obtained p-value of 0.02452809 smaller than the real level or $0.02452809 < 0.05$. Then it can be concluded that there is a

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mediating effect between brand image on Mio Fino motorcycle customer loyalty through customer satisfaction. In accordance with the results of the analysis above Mio Fino motorcycle customer satisfaction can be an intermediary of the brand image of Mio Fino motorcycle customer loyalty.

Table 4.17. Results of a Research Hypothesis

Independent Variable - Dependent	Direct Influence	Sig.
Price - Customer satisfaction	There is a direct influence	0,000
Product quality - Customer satisfaction	There is a direct influence	0,000
<i>Brand image</i> - Customer satisfaction	There is a direct influence	0.020
Price - customer loyalty	There is a direct influence	.001
Product quality - Customer loyalty	There is a direct influence	0.007
<i>Brand image</i> - Customer loyalty	There is a direct influence	0.003
Customer satisfaction - Customer loyalty	There is a direct influence	0,000
Independent Variable - Intervening - Dependent	Indirect Effects (Mediation)	
price - Customer satisfaction - Customer loyalty	There is an Influence of Mediation	0,000
Product quality - Customer satisfaction - Customer loyalty	There is an Influence of Mediation	0,000
<i>Brand image</i> - Customer satisfaction - Customer loyalty	There is an Influence of Mediation	0.024

Source: Processed data (2019)

4.5. Research Findings

Based on the results of the study showed that:

1. Based on testing the hypothesis of the direct effect of prices on customer satisfaction Mio Fino motorcycles at Yamaha Flagship Shop Jakarta, which is significantly influential. The results of this hypothesis are the same as the research Kurniasih (2012), Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018) which proves that the price of a positive and significant effect on customer satisfaction Mio Fino motor customers. The positive influence shows that the better the price of Yamaha Mio Fino, the higher the customer satisfaction of Yamaha Mio Fino. From the results of the study, the average respondent stated that the price of the Yamaha Mio Fino was comparable to the quality of its products so that those who bought the vehicle would certainly not regret choosing the Yamaha Mio Fino. Besides that, the price of Yamaha Mio Fino is considered to be able to compete with the prices of similar vehicles from other brands, namely by offering discounts on the purchase of Mio Fino R25 motorcycles and discounts for faster payment, so that it is at least far from cheap. Good prices as stated above can further make customers feel satisfied with Yamaha Mio Fino products.
2. Based on testing the hypothesis of the direct effect of product quality on customer satisfaction Mio Fino motorcycles at Yamaha Flagship Shop Jakarta, which is significantly influential. The results of this hypothesis are strengthened by research Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018) and Jahanshahi et al (2011) which proves that product quality has a positive and significant effect on customer satisfaction. The results show that so far the quality of motorbikes in this case is about having a heat-resistant engine, using injection technology and having a

stable speed to provide support in an effort to create customer satisfaction. This fact shows that if the company pays attention to the performance of the products offered to customers, the effort to create satisfaction can be maximally carried out by the company

3. Based on testing the hypothesis of the direct effect of brand image on customer satisfaction Mio Fino motorcycles at Yamaha Flagship Shop Jakarta, which is significantly influential. The results of this hypothesis are strengthened by research Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018), and Genoveva (2015) which proves that brand image has a positive and significant effect on customer satisfaction of the Mio Fino motorcycle. Increasing customer satisfaction on the dimensions of the brand image priority that must be done is by introducing the Yamaha Mio Fino brand or promotion to the public by creating advertisements in print, television and radio media. In addition, face-to-face selling (personal selling) is a form of personal promotion with oral presentations in a conversation with prospective buyers to stimulate the purchase of a Yamaha Mio Fino motorcycle.
4. Based on testing the hypothesis of the direct effect of prices on customer loyalty Mio Fino motorcycles at the Yamaha Flagship Shop Jakarta, which is significantly influential. The results of this hypothesis are in accordance with research studies Kurniasih (2012), Beladin and Dwiyanto (2013), and Wijaya, Hartadi (2018), from the results of his research it was concluded that the price had a significant effect on customer loyalty in the Mio Fino motorcycle. This means that the more competitive the prices will further increase customer loyalty as well. Price really determines customer loyalty, because the amount of the price set is related to the level of income owned by the customer. The higher prices will cause customers to think and try to switch to other products at affordable prices, and vice versa if the price is lower and more affordable then the customer will try to look at the company's products. If a product requires customers to spend more than the benefits received, then what happens is that the product has a negative value so that the level of customer loyalty will also decrease, and vice versa.
5. Based on testing the hypothesis of the direct effect of product quality on customer loyalty Mio Fino motorcycles at the Yamaha Flagship Shop Jakarta that is significantly influential. The results of this hypothesis are corroborated by research Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018) and Jahanshahi et al (2011) which proves the quality of products has a positive and significant effect on customer loyalty of the Mio Fino motorcycle. This shows that product quality affects customer satisfaction or dissatisfaction which will have an impact on customer loyalty. The existence of a customer loyalty to the products produced by the company, has the meaning that the company's products are very good product quality. So that customers will make repeat purchases more than once and will recommend to friends or family.
6. Based on testing the hypothesis of the direct influence of brand image on Mio Fino motorcycle customer loyalty at Yamaha Flagship Shop Jakarta, which is significantly influential. The results of this hypothesis are in line with research Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018), and Genoveva (2015) which proves that brand image has a significant effect on customer loyalty in the Mio Fino motorcycle. This means that the better the brand image will further increase customer loyalty as well. The choice of a brand is based on the attitude of the customer. If a certain brand has a good image, then there will be trust from customers to buy repeatedly. This attitude will also affect customer loyalty to certain products. The brand is an asset that is owned by the company in the long run, therefore forming a positive image in the minds of customers is very important. Building the right brand image can be

achieved with strong marketing by highlighting the characteristics and advantages possessed by the product.

7. Based on the hypothesis testing the direct effect of customer satisfaction on customer loyalty Mio Fino at Yamaha Flagship Shop Jakarta is significantly influential. The results of the hypothesis are in line with the research Beladin and Dwiyanto (2013), Wijaya, Hartadi (2018), Ariescy, R. (2018), Ridha et al (2017), Jahanshahi et al (2011), and Genoveva (2015) which proves that customer satisfaction has a significant effect on customer loyalty Mio Fino motorcycles. It can be concluded that any path used to achieve customer loyalty must first go through customer satisfaction. Satisfaction is a very important component in customer loyalty. It will be difficult to get loyalty without first getting a high level of satisfaction. Satisfaction will lead to increased possibilities for recommending, buying again and loyalty.
8. Based on hypothesis testing the indirect effect of prices on customer loyalty of Mio Fino motorcycles through customer satisfaction is that there is a mediating influence between prices on customer loyalty of Mio Fino motorbikes through customer satisfaction.
9. Based on hypothesis testing the indirect effect of product quality on Mio Fino motorcycle customer loyalty through customer satisfaction that is there is a mediating influence between product quality on Mio Fino motorcycle customer loyalty through customer satisfaction.
10. Based on testing the indirect effect of brand image on Mio Fino motorcycle customer loyalty through customer satisfaction, there is a mediating effect between brand image on Mio Fino motorcycle customer loyalty through customer satisfaction.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of research conducted and data analysis as explained in the previous chapter, the following conclusions are presented from the results of the study as follows:

1. price directly affects the customer satisfaction of Mio Fino motorcycles at Yamaha Flagship Shop Jakarta.
2. Product quality has a direct effect on customer satisfaction of Mio Fino motorcycles at Yamaha Flagship Shop Jakarta.
3. *Brand image* direct effect on customer satisfaction Mio Fino motorcycle at Yamaha Flagship Shop Jakarta.
4. price directly affects the loyalty of Mio Fino motorcycle customers at Yamaha Flagship Shop Jakarta.
5. Product quality has a direct effect on customer loyalty of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta.
6. *Brand image* direct effect on customer loyalty Mio Fino motorcycle at the Yamaha Flagship Shop Jakarta.
7. Customer satisfaction has a direct effect on customer loyalty of the Mio Fino motorcycle at Yamaha Flagship Shop Jakarta.
8. price affects loyalty with Mio Fino motorcycle customer satisfaction as an intervening variable at Yamaha Flagship Shop Jakarta.
9. Product quality affects loyalty with customer satisfaction Mio Fino motorcycle as an intervening variable at Yamaha Flagship Shop Jakarta.
Brand image influence loyalty with Mio Fino motorcycle customer satisfaction as an intervening variable at Yamaha Flagship Shop Jakarta.

5.2. Suggestion

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Based on the conclusions outlined above, the researcher gives advice to the Mio Fino motorcycle products at Yamaha Flagship Shop Jakarta:

1. In the variable price, it is better to offer motorcycle prices according to their target market prices, so that customers who become their market share will first choose Mio Fino motorcycle products at Yamaha Flagship Shop Jakarta compared to other product results.
2. On product quality variables, preferably party Yamaha Flagship Shop Jakarta must know the customer's desires so that Yamaha products can continue to survive in today's competitive world of competition. Among them the company must maintain the quality of existing products and even must continue to be improved, in addition the company needs to create better service quality, so not only focus on the quality of the product but must think more about the quality of service provided to its customers or customers so that not only quality products but good service quality will be able to increase customer satisfaction itself
3. In the brand image variable, Yamaha Flagship Shop Jakarta should pay attention to employee attitudes in treating customers, such as providing training or briefings to employees so they can be more friendly in marketing their products.
4. In the variable of customer satisfaction, Yamaha Flagship Shop Jakarta should better complement the features available on Mio Fino so that it can further enhance the sense of pride and satisfaction in using Yamaha products.
5. On the variable of customer loyalty, Yamaha Flagship Shop Jakarta should pay attention to all aspects that can influence customers to move products, such as price, product quality and brand image must be suitable, especially Mio Fino motorcycles.

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