

THE EFFECT OF CUSTOMER PREFERENCE, CONSUMER BEHAVIOR AND BRAND IMAGE TOWARDS CUSTOMER LOYALTY (Case Study on Honda CBR Motorcycle Users at Kalbis Institute, East Jakarta)

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***Abstract** - This study aims to examine the effect of Consumer Preference, Consumer Behaviour and Brand Image on Customer Loyalty of Honda CBR's Consumer at Kalbis Institute, East Jakarta. This study with a population is all of students at Kalbis Institute. The sampling method uses a convenience sampling method, so that obtain 137 sample students. The data used in this study is primary data. Data collection techniques using the questioner method given to students at Kalbis Institute. Based on the results of the study, it can be concluded that Consumer Preference, Consumer Behaviour and Brand Image simultaneously affect the Customer Loyalty. Partially Consumer Behaviour and Brand Image variables have a positive significant effect on Customer Loyalty. Consumer Preference has no significant effect on Customer Loyalty of Honda CBR's Consumer at Kalbis Institute, East Jakarta.*

***Keywords:** Consumer Preference, Consumer Behaviour, Brand Image and Customer Loyalty.*

I. INTRODUCTION

The development of the automotive industry in Indonesia has grown rapidly and has made the level of competition even tighter, especially in the motorcycle industry. The development of the population that is growing rapidly and the variety of activities that must be carried out quickly requires supporting facilities, such as transportation. According to Romdonah *et.al* (2015; 173), the need for transportation, especially motorbikes, is an opportunity for Indonesian motorcycle business players to increase company profits through various strategic ways to be able to achieve maximum sales from each motorcycle company because of the need. consumption of motorbikes continues to increase.

One of the companies engaged in the automotive sector, namely PT. Astra Honda Motors (AHM). According to Alfred (2013; 72), nowadays many companies, especially PT. AHM has recognized the importance of being customer oriented in all marketing activities. Customer loyalty is aimed at behavior aimed at repeated purchases and recommending company products to friends or

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partners (Lovelock & Wirtz, 2011: 338). Suratman (2015: 4) states that customer loyalty is a customer who not only repurchases an item or service, but also has consumer commitment and a positive attitude towards a company or service, for example by recommending other people to buy.

Natarajan & Sudha (2016; 152), state that loyal consumers remain committed to making purchases on the same brand, are willing to pay higher prices for product or service brands and always promote that brand. Then Darwin *et.al* (2014; 64) states that loyalty is the strength of the relationship between an individual's relative attitude towards a single entity (brand, service, shop or supplier) and repeat purchases. In addition, customer loyalty is an important factor in business survival and the development of a competitive environment (Bilika *et.al*, 2016; 96). Companies must provide the best product or service to customers with the lowest price and higher quality (Martinez & Bosque, 2013). (Griffin, 2010: 170) states that the success or failure of a company in creating loyal customers is very much dependent on the company's ability to create value, and continuously strives to improve it. The rewards of loyalty are long term and cumulative.

Researchers determined the population at the Kalbis *Institute* because the majority of students there have intermediate and upper-middle financial *strata* and degrees, given the quite expensive price of Honda CBR motorbikes. Based on the above background, the researcher is interested in taking the title " **The Influence of Customer Preferences, Consumer Behavior and *Brand Image* on Customer Loyalty (Case Study of Honda CBR Motorcycle Users at Kalbis Institute, East Jakarta)**".

II. LITERATURE REVIEW

2.1. Theoretical basis

2.1.1. Customer loyalty

According to Hurriyati (2015: 432), customer loyalty is a deep enduring customer commitment to re-subscribe or consistently repurchase selected products or services in the future, even though the influence of the situation and marketing efforts have the potential to change behavior. Saravanakumar and Jothi Jayakrishnan (2014) , in his book states customer loyalty is the mindset of customers holding a favorable attitude towards the company, is committed to repurchase the company's products or services and merekomendas fish products or services to others. Then Tjiptono (2015: 481), states that customer loyalty, namely the behavior of repurchasing solely involves purchasing the same particular brand repeatedly (it could be because it is only the only brand available, the cheapest brand and so on).

2.1.2. Customer Preferences

According to Simamora (2013: 87), consumer preference is the choice or interest of a person to state whether they like a product or not. Consumer preference is a person's tendency to choose something based on the desire, interest, or liking or dislike which also includes the perception component, attitudes and values (Jalaluddin, 2012). Then according to Dwiputra (2013: 39), preference is the tendency to choose something that is more preferred than others. Preference is part of the decision-making component of an individual.

2.1.3. Consumer behavior

According to Sopiah and Sangaji & Sopiah (2013: 7), consumer behavior is an action that is directly involved in obtaining, consuming, and ending products or services, including processes that precede and follow these actions. Then Kotler & Keller (2016: 179), consumer behavior is a study of how individuals, groups and organizations choose, buy, use, and dispose of goods, services, ideas or experiences to meet their needs and desires. Dan Solomon (2015: 28) says that consumer behavior

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is the study of the processes involved when individuals or groups select, purchase, use or discard products, services, ideas or experiences to satisfy needs and wants.

2.1.4. *Brand Image* (Brand)

According to Sangaji & Sopiah (2013: 327), *brand image* can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images associated with a brand, just as when we think about other people. Roslina (2010: 334), states that *brand image* is a collection of associations organized into something meaningful. *Brand image* based on consumer's memory about a product, as a result of what someone feels about the brand. Feelings that are pleasant or unpleasant towards a brand will form the image and will be stored in the memory of consumers. Sulistyari & Yoestini (2012) states that *brand image* is a description of the association of consumer confidence in a particular brand.

2.2. Hypothesis Development

Based on the descriptions and research results developed by the previous experts and researchers above, the partial hypotheses taken by the authors of this study are:

1. Customer preference is thought to affect customer loyalty.
2. Consumer behavior is thought to affect customer loyalty.
3. *Brand Image* is thought to have an effect on customer loyalty.
4. Customer Preference, Consumer Behavior and *Brand Image* together are thought to affect customer loyalty

III. RESEARCH METHODS

3.1. Research Strategy

The technique used is a survey technique by distributing questionnaires to Honda CBR motorbike users at the Kalbis Institute. According to Sekaran & Bougie (2017: 170) a questionnaire is a pre-formulated list of written questions in which respondents will record their answers, usually in clearly defined alternatives. Researchers want to know whether the independent variables, namely Customer Preference (X_1), Consumer Behavior (X_2) and *Brand Image* (X_3) affect the dependent variable, namely Customer Loyalty (Y).

3.2. Population and Sample

The population in this study were active students studying at Kalbis Institute. The reason the researchers set the research site at the Kalbis Institute was because the majority of students there had relatively middle and upper financial strata and degrees, considering the price of Honda CBR motorbikes which were quite expensive. As the characteristics of this study, it is determined that the respondent filling out the questionnaire is male, and the research location is quite close and easy to reach.

This research uses *convenience sampling technique*. According to Sanusi (2014: 94), *convenience sampling* or *accidental sampling* is taking respondents as a sample based on chance, that is, anyone who happens to meet can be used as a sample with the main factor being active students studying at Kalbis Institute who have purchased or used a Honda CBR. In this study, 137 active student respondents who studied at Kalbis Institute who had bought or used a Honda CBR.

3.3. Operational Variables

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The object of this research is Honda CBR motorbike users, especially active students studying at the Kalbis *Institute* who have bought or used Honda CBR motorbikes. To find out the object data can be seen through the results of filling out a questionnaire by the subject.

Table 3.1. Research Indicators

Research variable	Indicator	Sub Indicator	Item
Customer Loyalty (Y)	Make repeated purchases within a certain period	Even though my motorbike is damaged, I prioritize still buying a Honda CBR as a replacement motorbike.	1
	Make purchases of other product lines and services at the same business entity	I not only bought the Honda CBR, but also bought other products or attributes such as <i>spare parts</i> , oil, etc.	2
	Recommend experiences about products and services to colleagues or other customers	I tell my family, friends or other people about my personal experience using a Honda CBR so that they buy a Honda CBR.	3
		I try to invite and recommend buying a Honda CBR to family, friends or other people.	4
	Rejecting products from competitors because they think the product they chose is the best	I will not switch to using the Honda CBR, even though the price offered by competitors is cheaper.	5

Source: Darwin *et.al*, (2014: 130)

Research variable	Indicator	Sub Indicator	Item
Customer Preference (X ₁)	Product character that is different from other similar products	I chose to use a Honda CBR motorbike because it had good engine durability compared to competing products.	6
	<i>Attractive design</i> and colors	I chose the Honda CBR because it is available in various aesthetic and up-to- <i>date</i> color choices.	7
	According to quality	I chose to use a Honda CBR motorbike because the price was in accordance with the quality offered.	8
	According to the size	I chose to use a Honda CBR motorbike because it was in accordance with my well-built body size.	9

Sources: Simamora (2013: 80)

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Research variable	Indicator	Sub Indicator	Item
Consumer Behavior (X_2)	Cultural Factors	My family and I have used Honda products for generations.	10
	Social Factors	My neighborhood recommends CBR over competing products.	11
		Other people will consider me highclass or hedonism, because Honda CBR in an expensive motorbike.	12
	Personal Factors	I think the price of a CBR motorbike is in accordance with my parents' income.	13
		I don't feel burdened at all if I own a Honda CBR motorbike, even though the maintenance of the motorbike is quite expensive.	14
	Psychological Factors	My confidence level increases when I ride a Honda CBR motorcycle.	15
I will motivate myself to work hard if I own a Honda CBR motorbike, because owning a Honda CBR motorbike is one of my <i>hobbies</i> .		16	

Sources: Ismanto & Daryanto (2014: 83)

Research variable	Indicator	Sub Indicator	Item
<i>Brand Image</i> (X_3)	Image Maker	PT. AHM motorbike dealers have professional customer service in handling problem related to product	17
	User Image	The Honda CBR motorbike has been trusted by the public with the quality of its engine that is durable or durable.	18
		Honda CBR motorbike, reflects a modern lifestyle that is aware of environmentally friendly products.	19
		Honda CBR motorbike users symbolize the classy personality of the wearer.	20
	Product Image	Honda CBR motorcycle design looks more trendy and sporty.	21
		Honda CBR <i>spare</i> parts are superior because they are durable compared to competing products. In addition, the status of Honda CBR <i>spare parts</i> is the official original from PT. AHM.	22

IV. RESULT AND DISCUSSION

4.1. Descriptive Statistical Analysis

Descriptive statistics aim to provide a description of the data seen from the *mean*, minimum, maximum, and standard deviation values. In this variable used is Customer Preferences, Consumer Behavior, *Brand Image* and Customer Loyalty. Following are the results of the descriptive statistical analysis presented in table 4.1.

Table 4.1. Descriptive Statistics Test Results

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	N	Minimum	Maximum	Mean	Std. Deviation
Preferensi	137	5	16	12.29	2.026
Perilaku	137	10	25	18.68	3.607
Brand	137	9	22	18.26	2.276
Loyalitas	137	11	19	15.77	1.627
Valid N (listwise)	137				

Source: *Data processed, 2020*

Based on table 4.1. Above, the results of the customer preference variable obtained a maximum value of 16 and a minimum value of 5. While the average value was 12.29, meaning that the average value of a person's tendency to choose goods or services based on their likes or dislikes is 12.29 times. The standard deviation value is 2.026, meaning that during the study period, the data deviation from the customer preference variable was 2.03 from the average value of 12.29 times, which means that the average value of customer preferences is above the standard deviation value and indicates that the customer preference variable is homogeneous.

The results of the consumer behavior variable obtained a maximum value of 25 and a minimum value of 10. While the average value was 18.68, which means the average value of a person's tendency in the process of searching, selecting and identifying in choosing a product or service to meet needs and satisfaction amounted to 18.68 times. The standard deviation value is 3.607, meaning that during the study period, the data deviation from the consumer behavior variable was 3.61 from the average value of 18.68 times, which means that the average value of consumer behavior is above the standard deviation value and indicates that the consumer behavior variable is homogeneous.

The results of the *brand image* variable obtained a maximum value of 22 and a minimum value of 9. While the average value was 18.26, meaning that the average value of a person's perception or thought that appears when remembering a brand is 18.26 times. The standard deviation value is 2.276, meaning that during the study period, the deviation of data from the *brand image* variable was 2.28 from the average value of 18.26 times, which means that the average *brand image* value is above the standard deviation value and indicates that the consumer behavior variable is homogeneous.

The results of the customer loyalty variable obtained a maximum value of 19 and a minimum value of 11. While the average value was 15.77, which means that the average value of the tendency of customers to buy products or services repeatedly and customer loyalty to a brand is 15.77 times. The standard deviation value is 1.627, meaning that during the study period, the data deviation from the customer loyalty variable was 1.63 from the average value of 15.77 times, which means that the average value of customer loyalty is above the standard deviation value and indicates that the variable per consumer behavior is homogeneous.

4.2. Validity test

To find the validity value for each item, we must correlate the item score with the total of these items. If there is an item that does not meet the requirements, it will not be examined further. These requirements must meet the following criteria:

1. If $r_{\text{count}} \geq r_{\text{table}}$ then the item is declared valid
2. If $r_{\text{count}} \leq r_{\text{table}}$ then the item is declared invalid

Table 4.2. Instrument Validity Per Item for Customer Preference (X₁)

No. Item	r _{hitung}	r _{tabel}	Keputusan
1.	0.724	0.167	Valid
2.	0.708	0.167	Valid
3.	0.812	0.167	Valid
4.	0.776	0.167	Valid

Source: *Data processed, 2020*

Based on table 4.2 above, it is known that the r_{table} is 0.167 with a sample of 137 respondents and a significant level of 0.05. Dapat disimpulkan, semua pertanyaan representing the preferences of the customer (X₁) is valid because each individual has a value of $r_{count} > r_{table}$ for 0167 and dapat digunakan in data analysis in the study of this.

Table 4.3. Instrument Validity Per Item for Consumer Behavior (X₂)

No. Item	r _{hitung}	r _{tabel}	Keputusan
1.	0.610	0.167	Valid
2.	0.708	0.167	Valid
3.	0.718	0.167	Valid
4.	0.531	0.167	Valid
5.	0.714	0.167	Valid
6.	0.665	0.167	Valid
7.	0.753	0.167	Valid

Source: *Data processed, 2020*

Based on table 4.3 above, it is known that the r_{table} is 0.167 with a sample of 137 respondents and a significant level of 0.05. Dapat disimpulkan, all the questions that represent the behavior of consumers (X₂) is valid because each individual has a value of $r_{count} > r_{table}$ for 0167 and can be used in the analysis of research data on this.

Table 4.4. Instrument Validity Per Item for *Brand Image* (X₃)

No. Item	r _{hitung}	r _{tabel}	Keputusan
1.	0.628	0.167	Valid
2.	0.667	0.167	Valid
3.	0.677	0.167	Valid
4.	0.693	0.167	Valid
5.	0.227	0.167	Valid
6.	0.554	0.167	Valid

Source: *Data processed, 2020*

Based on table 4.4 above, it is known that the r_{table} is 0.167 with a sample of 137 respondents and a significance level of 0.05. Can be concluded, all the questions that represent the *brand image* (X₃) is valid because each individual has a value of $r_{count} > r_{table}$ for 0167 and can be used in the analysis of research data on this.

Table 4.5. Instrument Validity Per Item for Customer Loyalty (Y)

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No. Item	r _{hitung}	r _{tabel}	Keputusan
1.	0.473	0.167	Valid
2.	0.653	0.167	Valid
3.	0.538	0.167	Valid
4.	0.496	0.167	Valid
5.	0.490	0.167	Valid

Source: *Data processed, 2020*

Based on table 4.5 above, it is known that the table is 0.167 with a sample of 137 respondents and a significance level of 0.05. Can be concluded, all the questions which represents the loyalty of customers (Y) is valid because each individual has a value of $r_{count} > r_{table}$ for 0.167 and can be used in the analysis of research data on this.

4.3. Reliability Test

Reliability test can be done by looking at the *Cronbach Alpha* value, where the questionnaire is said to be reliable if the *Cronbach Alpha* value is greater than 0.60 and shows the same results or conclusions when used repeatedly at different times and dimensions.

Table 4.6. Instrument Reliability Variable Customer Preferences (X₁)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,750	4

Source: *Data processed, 2020*

Based on table 4.6 above, it is known that *Cronbach's Alpha* is 0.750 > 0.60. It can be concluded that the data from the questionnaire answers to 4 questions that represent customer preferences (X₁) are said to be reliable.

Table 4.7. Reliability of Consumer Behavior Variable Instruments (X₂)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,800	7

Source: *Data processed, 2020*

Based on table 4.7 above, it is known that *Cronbach's Alpha* is 0.800 > 0.60. It can be concluded that the data from the questionnaire answers to the 7 questions that represent consumer behavior (X₂) are said to be reliable.

Table 4.8. Reliability of *Brand Image* Variable Instruments (X₃)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,695	6

Source: *Data processed, 2020*

Based on table 4.8 above, it is known that *Cronbach's Alpha* is 0.695 > 0.60. It can be concluded that the data from the questionnaire answers to the 6 questions that represent *brand image* (X₃) are said to be reliable.

Table 4.9. Instrument Reliability Variable Customer Loyalty (Y)

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Reliability Statistics	
Cronbach's Alpha	N of Items
0,667	5

Source: *Data processed, 2020*

Based on table 4.9 above, it is known that *Cronbach's Alpha* is $0.667 > 0.60$. It can be concluded that the data from the questionnaire answers to 5 questions that represent customer loyalty (Y) are said to be reliable.

4.4. Analysis The coefficient of determination (R^2)

The coefficient of determination test aims to measure how far the model's ability to explain the variation in the dependent variable. The value of R^2 lies between 0 and 1 ($0 \leq R^2 \leq 1$). If R approaches 1, the calculation results show that the better the regression line results obtained between the independent variable and the dependent variable.

Table 4.10 Test Results The coefficient of determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.188 ^a	0.435	0.414	1.616	1.898

Source: *Data processed, 2020*

Based on the table 4.10 above, it is known that the coefficient of determination seen from the *Adjusted R Square* is 0.414, meaning that 41.4% of the value of customer loyalty can be explained by customer preferences, consumer behavior and *brand image*. While the rest, which is 58.6%, is explained by other factors that are not included in the research model.

4.5. T test (partial test)

The t test is used to test how the influence of each independent variable (Customer Preference, Consumer Behavior and *Brand Image*) individually on the dependent variable (Customer Loyalty). Testing of the regression results was carried out using the t test at the degree of confidence of 95% or $\alpha = 5\%$.

With the following decision making criteria:

1. If $t_{count} < t_{tabel}$ and $sig. > 0.05$, then H_0 is accepted and H_1 is rejected.
2. If $t_{count} > t_{tabel}$ and $sig. < 0.05$, then H_0 is rejected and H_1 is accepted.

Table 4.11. T test results

Model	Unstandardized Coefficients		Standardized Coefficient		
	B	Std. error	Beta	t	Sig.
(Constant)	10.183	1.672	-	8.689	0.000
Preferensi	0.135	0.269	-0.180	2.096	0.060
Perilaku	0.238	0.339	-0.077	2.922	0.010
Brand	0.301	0.361	0.002	3.124	0.004

Source: *Data processed, 2020*

Tests were carried out using a significant level of 0.05 ($\alpha = 5\%$) and a comparison between t_{count} and t_{table} . The number of respondents to whom the research was conducted was 137 ($n = 137$),

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the independent variable of the study was 3 ($k = 3$), with a significant significance of 0.05. Then it can be determined that the $t_{table} df = nk - 1$ ($137 - 3 - 1 = 133$), so that the t_{table} value is 1.97796. Based on the t_{table} value, it can be explained as follows:

1. Customer preference variable has a value of $t_{arithmetic}$ amounted to $-2.096 < 1.97796$ with probability (significance level) of $0.060 > 0.05$. Then H_0 is accepted and H_1 is rejected. Thus, it can be concluded that partially customer preferences do not have a significant effect on customer loyalty.
2. Consumer behavior variables have a value of $t_{arithmetic}$ amounted to $2.922 > 1.97796$ with probability (significance level) of $0.010 > 0.05$. Then H_0 is rejected and H_1 is accepted. Thus, it can be concluded that partially consumer behavior has a significant effect on customer loyalty.
3. Variable *brand image* value $t_{arithmetic}$ amounted to $3,124 > 1.97796$ with probability (significance level) of $0.004 > 0.05$. Then H_0 is rejected and H_1 is accepted. Thus, it can be concluded that partially the *Brand Image* has a significant effect on Customer Loyalty.

4.6. F Test (Simultaneous Test)

F test is used to test how the influence of each independent variable (Customer Preference, Consumer Behavior and *Brand Image*) jointly or partially on the dependent variable (Customer Loyalty). This influence has a significance level at *alpha* 5%. The basis of significance is at the 5% real level (reality level).

With the following decision making criteria:

1. If $F_{count} < F_{table}$ and $sig. > 0.05$, then H_0 is accepted and H_1 is rejected
2. If $F_{count} > F_{table}$ and $sig. < 0.05$, then H_0 is rejected and H_1 is accepted.

Table 4.12. Test Results F

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.763	3	4.254	2.687	0.003 ^b
Residual	347.222	133	2.611		
Total	359.985	136			

Source: *Data processed, 2020*

Based on Table 4.12 above, obtained F_{count} of 2.687 and a significance value of 0.003. Based on the F_{table} , the value is 2.67 with $df_1 = (k-1) = (4-1) = 3$ and $df_2 = (nk) = (137-4) = 133$ with degrees of freedom 0.05 ($\alpha = 5\%$). This means that $F_{count} > F_{table}$ or equal to $2,687 > 2.67$ and a significance value of $0.003 < 0.05$, then H_0 is rejected and H_1 accepted, which means that the existing model viable as a model to predict the Customer Loyalty with the predictor variables Preferences Customer, Consumer Behavior and *Brand Image*.

4.7. Research Interpretation

Based on the data that has been obtained by distributing questionnaires to 137 respondents and the results of calculations using SPSS 25 and hypothesis testing that has been done, the researchers found that only the customer preference variable (X_1) partially has no positive and insignificant effect on customer loyalty (Y). Meanwhile, simultaneously between customer preferences (X_1), consumer behavior (X_2) and *brand image* (X_3) there is a positive and significant influence on customer loyalty (Y).

4.7.1. The Influence of Customer Preferences on Customer Loyalty

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In this study partially the effect of customer preferences has no significant effect on customer loyalty. This shows that the high or low preferences of a consumer for a product or service cannot affect the level of loyalty of a customer to a product or service. Moreover, customer preference is not the only important factor affecting customer loyalty.

The attribute that becomes the motorcycle consumer's statement that is least dominant in influencing a consumer's loyalty to a Honda CBR motorcycle is the statement " I Choose a Honda CBR Motorcycle Because It Is Available in Various Aesthetic and *Upto Date* Color Choices ". It can be concluded, color or model is not the only factor to get a loyalty from a customer because a level of loyalty from a consumer cannot be judged only from the color or product model but from various other factors. In addition, when consumers want to make a purchase, it is not only seen from the color attribute but from other attributes.

The results of this study are different from research conducted by Maharani and Tricahyono (2017) which states that high or low color attributes will have a major influence on customer loyalty. The difference between this study and research by Maharani and Tricahyono (2017) lies in the method of analysis and research results.

4.7.2. The Influence of Consumer Behavior on Customer Loyalty

In this study partially the influence of consumer behavior has a positive and significant effect on customer loyalty. This suggests that the high or low ratings or a consumer consideration in the selection and evaluation of the product or service, can affect the level of loyalty of a customer to a product or service. Because the company is not directly going to pay attention to the product and the company's internal performance in order to achieve customer satisfaction and create a loyalty from customers.

The most dominant attribute that becomes a motorcycle consumer statement in influencing a consumer's loyalty to a Honda CBR motorcycle is the statement "My Confidence Level Increases When I Drive a Honda CBR Motorcycle ". It can be concluded, a consumer will show loyalty because in some circles they are more concerned with

The results of this study are different from research by Thah and Yuwono (2014) which states that high or low self-confidence attributes do not have a major influence on customer loyalty. The difference between this study and research by Thah and Yuwono (2014) lies in the analysis method and research result.

4.7.3. The Influence of *Brand Image* on Customer Loyalty

In this study partially the influence of *brand image* has a positive and significant effect on customer loyalty. This indicates that the high or low level of a perception, memory or understanding that is in the mind of a consumer towards a product or service brand can affect the level of loyalty of a customer or consumer to a product or service. Because the stronger the *brand image* will give birth to a trust or loyalty to the product or service brand through a positive image of the product or service brand. The most dominant attribute that becomes motorcycle consumer statements in influencing the loyalty of Honda CBR motorbikes is the statement "Honda CBR Motorcycle User Symbolizes the Classy Personality of the Wearer".

The results of this study are in line with research conducted by Putra and Ekawati (2017) which states that high or low *brand image* has a major influence on customer loyalty. The difference

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between this study and the research of Putra and Ekawati (2017) lies in the *sampling* technique and research results. However, this is different from research conducted by Roring et al. (2014), Sinurat et al (2017) and Waskita (2016) who say that high or low *brand image* does not have a major effect on customer loyalty.

4.7.4. The Influence of Customer Preferences, Consumer Behavior and *Brand Image* on Customer Loyalty

The research results simultaneously prove that customer preferences, consumer behavior and *brand image* have an effect on customer loyalty. This shows that the higher customer preferences, consumer behavior and *brand image*, the company is expected to provide the best service and performance that makes consumers loyal to the company. So the results of this study indicate that the process of obtaining a maximum loyalty or loyalty is influenced by customer preferences, consumer behavior and *brand image*.

Customer Preference, Consumer Behavior and *Brand Image* jointly affect customer loyalty for Honda CBR motorcycles. This indicates that the Preferences Customer, Consumer Behavior and *Brand Image* overall worth as a model, which means that most large consumers assume they will not move to another product, even though the price or quality offered by competitor much more cheaper and better.

V. CONCLUSION

5.1. Conclusion

Based on the research results that have been described in the previous chapter, what can be concluded in this study are as follows:

1. Customer Preference does not have a significant effect on Customer Loyalty Honda CBR users at the Kalbis Institute, East Jakarta. This indicates that consumers do not see a loyalty or loyalty from a preference. Besides that, a preference of consumers is not the only factor that affects a loyalty.
2. Consumer Behavior has a significant effect on Customer Loyalty Honda CBR users at Kalbis Institute, East Jakarta. This indicates that increasingly higher assessment or consideration of a consumer in the selection and evaluation of the product or service, it can make a company in continuous improving the products and the company's internal performance in order to achieve customer satisfaction and create a loyalty from customers.
3. Brand Image has a significant effect on Customer Loyalty Honda CBR users at the Kalbis Institute, East Jakarta. This indicates that more and more motorcycles Honda CBR known to have a good image and positively by customers, the customer will feel proud to own or use a Honda CBR and the emergence of a loyalty or loyalty of the customers.
4. Preferences Customer, Behavior Consumers and Brand Image are jointly effect on the loyalty of customers motorcycles Honda CBR. This indicates that customer preferences, consumer behavior and Brand Image as a whole are feasible as a model to predict and collectively will have an impact on Customer Loyalty.

5.2. Suggestion

Based on the results of research conducted, makapeneliti recommend suggestions that can be used as a material consideration are as follows:

1. Based on the results of the questionnaire on the second question, customer preference variables, namely "I choose a Honda CBR motorbike because it is available in various aesthetic color choices and up to date" obtained the lowest score. Researchers suggest that the

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- Honda CBR should be able to increase innovation about the design and features of the Honda CBR so that it has advantages or characteristics compared to competitors.
2. Based on the results of the questionnaire on the sixth statement of consumer behavior variables, namely "My Confidence Level Increases When I Drive a Honda CBR Motorcycle" gets the highest score. Researchers suggest that the Honda CBR should always maintain its promotional strategy with the aim of indoctrinating or inviting consumers to always think that when driving a Honda CBR, the level of self-confidence will increase than usual.
 3. Based on the results of the questionnaire on the statement of the four brand image variables, namely "Honda CBR Motorcycle User Symbolizes the Classy Personality of the Wearer" gets the highest score. Researchers suggest that the Honda CBR should always maintain their positive image about the level of strata of Honda CBR owners which is the hallmark of the motorbike users.

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