



THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PRICE ON DAIHATSU SIGRA CUSTOMER SATISFACTION (Case Study NORTH JAKARTA DAIHATSU SALES OPERATION)

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Abstract – The purposed of this study was to determine the effect of brand image, product quality, and price on customer satisfaction of Daihatsu Sigra in the case study of Daihatsu Sales Operation North Jakarta. This research was a survey method using quantitative analysis. Data testing techniques used in this study include validity test, reliability test and simultaneous coefficient of determination using the SPSS v.26.0 for Windows program. The general population in this study were all consumers who bought a Daihatsu Sigra car in the Daihatsu Sales Operation Area, North Jakarta, while the research target population was 260 consumers who bought a Daihatsu Sigra car at the Daihatsu Sales Operation Area, North Jakarta from January to June 2020. The sampling technique was used purposive sampling method. Data collection was used a questionnaire as many as 73 people from the target population of Daihatsu Sigra car users. The results of the study proved that brand image effects customer satisfaction with a contribution of 28.6%, product quality effects customer satisfaction with a contribution of 38.8%, price effects customer satisfaction with a contribution of 43.7%. The coefficient of determination simultaneously shows that brand image, product quality, and price simultaneously effect consumer satisfaction with a contribution of 51.8%.

Keywords: Brand Image, Product Quality, Price, and Consumer Satisfaction

I. INTRODUCTION

In this era, a mobilization support that can lead people move faster is essential. The transportation mode nowadays become primary need. Compared to public transportation, in Jakarta most of people tend to use personal transportation mode like car to support their activities. Automotive industry in Indonesia must be very interesting to be taken as an example in case of creating value to fill full customer satisfaction. Selling a transportation vehicle is not the same as selling other consumption goods, because among the seller and customers a good relation must be maintained during the interaction, both during the transaction process and afterward. Transportation mode like car can be a comfortable personal vehicle that is not affected by any weathers. From the

perspective of technology, safety, health, and comfortability, car has its sophisticated system namely Global Positioning System (GPS) and the sensor that lead the driver know the surrounding situation.

The Low Cost Green Car (LCGC) program or known as *Kendaraan Bermotor Hemat Energi dan Harga Terjangkau* (KBH2) in 2013 spearheaded car sales in the last 10 years. However, within that duration this program was still running in place. A year later, this cheap car seller shows a positive trend with the entry of Datsun as a new role with the Go and Go+ model. The KBH2 total sales in 2014 reached 172,120 units, controlling 14% of the domestic market. The sales continued to increase in the following years, and gained highest selling record in 2016 of 50.33% annually. In that year, the KBH2 car manufacturer was able to sell 235,171 units to customers (Gaikindo, 2019).

The manufacture of Low Cost Green Car (LCGC) has the opportunity to get incentive from the Indonesia government. This incentive is aimed to manufacturers which produce Low Carbon Emission (LCE) cars. The incentive is in the form of Luxury Goods Sales Tax (PPnBM) discount. A car which consume 1 liter of fuels for 18 to 20 km get the PPnBM discount of 25% from the prevailing tariff. If a liter fuel consumption can be more than 28 kilometers, the PPnBM can reach of 50%. With the condition that the car must be produced in Indonesia and use local component. The larger the local component, the greater the discount for PPnBM (Gaikindo, 2020)

The LCGC car sales in 2020 was expected remain enthusiastic. The LCGC class market is filled with the number of products. Namely Brio Satya (Honda), Calya (Toyota), Sibra (Daihatsu), Agya (Toyota), Ayla (Daihatsu), Karimun Wagon R (Suzuki), Go Panca and Go+ (Datsun). This trend can be continued until 2020, because the target market is the first buyer and this opportunity remain wide (Gaikindo, 2020).

In Indonesia, Association of Indonesian Automotive Industries or *Gabungan Industri Kendaraan Bermotor Indonesia* (GAIKINDO) projects the automotive sales in 2020 could potentially grow slightly by 5% compared to this year. The competition among the car manufacturers lead the car manufacturers to think about the right step to maintain its market. Based on PT Astra Daihatsu Motor (ADM) internal survey data (2020, not published), within this competitive competition toward automation, the customer can move easily to competitor products. This movement can be related to brand image, product quality and the price offered by the manufacturer itself, because now consumers are getting smarter in determining the product they will buy. Increasingly competitive business competition in automotive can require each company to take effective and efficient planning steps in order to win the competition to maintain the image brand of the company's business and even increase the profits generated. Without an effective and efficient planning, the company may unable to maintain as the development of automotive industry the competitors remain emerging along with the increasing consumer demand in Indonesia.

The increasing number of human needs, makes companies take advantage of opportunities to produce goods that can meet all human needs. One of company that full fill the human needs is manufacture company, one of is PT Astra Daihatsu Motor (ADM) as the sole agent or *Agen Tunggal Pemegang Merk* (ATPM) of Daihatsu. A way to measure the company's success is the price and sales turnover of each product manufactured. Prices and sales turnover along with the factor change that influence them, such as economy growth and economy condition in the country. Beside ADM, a sole distributor that provide Daihatsu products selling service in Indonesia is PT Astra International – Daihatsu Sales Operation (DSO). One of Daihatsu LCGC class model marketed in Indonesia are Daihatsu Ayla and Daihatsu Sibra produced in ADM factory. The selling activity spread throughout Indonesia are carried out through 251 Daihatsu outlets in 2020, from the 237 Daihatsu outlets in the previous year.

In 2019 Daihatsu Sibra was nominated as The Best 10 Car Model sold in Indonesia based on the Gaikindo sales data in 2019. Daihatsu Sibra has a market share of 2.1% from the Total Domestic Market in 2019 with the total selling of 52,283 units in a year.

The phenomenon happened since the Low Cost Green Car (LCGC) segment introduced in 2013 for two row passenger capacity, which was then followed by a car with three row passenger

capacity in 2014. In 2016, the new model of LCGC segment namely Calya (Toyota) and Siga (Daihatsu). Since the year, the LCGC contribution is more than 20% toward Indonesia Total Automotive Market, while the Daihatsu car in the second rank in the national domestic market has one of the LCGC car products, namely Daihatsu Siga which continues to increase its selling every year until 2019 and had achieved the selling of more than 170,000 units since introduced in 2016. It shows that there is positive market response toward LCGC. It is also proven by the positive market response toward the model of Daihatsu Siga. But in the end of 2019 Daihatsu Siga launched the new model and the additional features, which this product was still expected to gain positive market response just like the previous model (ADM Internal Data Analysis, 2019, not published). With the Daihatsu Siga improvement, there was a concern that the product may not be accepted by the market or still gain a positive response as in the previous model. ADM remains expecting its selling to increase in 2020 and can arrange an effective and efficient sales strategy after the new model of Daihatsu Siga was launched.

By paying attention to the matter described above, writer interests to do some research toward the variables of image brand, product quality, and price that influence the customer satisfaction with the Daihatsu Siga customer as the research object. Daihatsu Siga is a car produced by PT Astra Daihatsu Motor.

II. LITERATURE REVIEW

2.1. Initial Research Review

The first research is proposed by Angelina and Rastini (2019) which was done in Bali. The purpose of this research is to test the role of customer value to mediate the effect of brand image and service quality on customer satisfaction of PT Agung Automall, Gianyar, which is the official Toyota car for repair and maintenance service. The variables tested in this research were customer value, brand image, service quality, and customer satisfaction. The samples were taken from 100 respondents. The analysis technique used was path analysis with sobel test.

Based on the analysis, we can discover that the brand image variable has a significant positive effect on customer value, the service quality variable has a significant positive effect on customer value, the brand image effect on customer satisfaction, the service quality variable has a significant positive effect on customer satisfaction, the customer value variable has a significant positive effect on customer satisfaction, the customer value variable has a positive significant effect mediated brand image to customer satisfaction, the customer value variable has a significant positive effect mediated service quality to customer satisfaction.

The second research was written by Rivai and Wahyudi (2017) which took place in Jakarta. This research was done toward PT Schaeffler Bearings Indonesia as a global automotive components company with the brand of Schaeffler. The aim of this study was to know the influence of quality perceived, brand image, and price perceived toward the customer loyalty through customer trust and customer satisfaction as mediating variables. The quantitative method through surveying was used in this research. The sampling method used was purposive sampling. The survey respondent samples were 60 respondents in three automotive manufacturing companies.

The research result shows that the influence of quality perceived toward the customer satisfaction was less significant, while the influence of brand image and price perceived toward the customer satisfaction was very significant.

The third research was written by Diza, Moniharapon, and Ogi (2016), which was done in Manado. The purpose of this research was to know the service quality, product quality, and trust, both simultaneously or partially toward customer satisfaction. The research object was PT.FIFGROUP Manado branch. It was a company engage in automotive financing. The research population were consumers in 2014 and the research samples as many as 100 respondents. The analysis tool used was multiple regression analysis.

The research result show that the service quality, the product quality and trust have a positive and significant effect both simultaneously or partially toward the customer satisfaction. Management should pay attention to customer expectation and judgement to gain the customer satisfaction while using the company service. It can be concluded that each independent variable has a significant influence partially toward the dependent variable.

The forth research was written by Opat, Xiao, Nusenu, Tetteh, and Boadi (2019), which took place in Ghana. The purpose of this research was to test the moderating effect of price fairness toward satisfaction and loyalty in the value co-creation context in the automotive industry. Through the random sampling approach, the data were collected from 532 car customers in 30 car dealer stores in Ghana using self- filled questionnaire. The study was analyzed using SmartPLS 3.0. This study adapted the current measuring scale and made a little modification if needed to suit the study.

The analysis result shows that the main point from the research discovery was that the price fairness doesn't affect satisfaction and loyalty but also has significant and positive moderation. Since purchasing a car was a major decision for customer, price become a main determinant in influencing their satisfaction and loyalty. The company must be fair in their product price as it will influence the customer satisfaction and their repurchasing possibility in the future.

The fifth research was written by Nadziri, Musa, Muda, and Hassan (2016), which took place in Malaysia. The purpose of this research is to know the brand experience supporting factor in Malaysia automotive national industry. To understand the customer brand experience a holistic view of all interactions at all contact points while browsing, purchasing, consumption, and post consumption. This research could be a competitive advantage for practitioners as consumer seeking emotional attachment to car brands. This research originality was in the brand experience measurement scale that make a difference among customers during national car consumption. The Pleasure Arousal Dominance (PAD) and Intellectual (I) theories were used in this research to test the stimulus complexity effect toward the customers purchasing behavior. This survey was distributed to 400 urban young adult national car users from Klang Valley. The data was analyzed using AMOS for a tight analysis.

The result of the servicescape hypothesis for brand experience were 0.037, the brand image for brand experience were 5.448, the car brand attribute for brand experience was 6.003. Therefore, the result of this study were servicescape that does not have a significant relationship with brand experience. The result shows that servicescape does not affect national car owners on brand experience.

The sixth research was done by Koay and Derek (2016), which was done in Malaysia. The automotive industry in Malaysia is facing an increasing competition from foreign brands. Local car company, namely Perodua and Proton, are losing market share. With such a rapid decline in sales, it is essential to know the customer need to predict vehicle repurchase intention. The purpose of this research was to test the mediating role of customer satisfaction and to determine the relationship between perceived service quality, product quality, price fairness, satisfaction, and repurchase intention. The stratified cluster sampling method was used for the first time in the Klang valley before extending to several selected authorized service centers. The sample size was 200 and the data were analyzed using SMART PLS 2.0 to construct and assess structural equations models of the relationship between construction.

The results showed that perceived service quality did not have a significant relationship with repurchase intention. However, perceived product quality, perceived price fairness and customer satisfaction were important factors that influence customer repurchase intentions. Customer satisfaction also mediates the relationship between perceived product quality and perceived price fairness on repurchase intentions.

The seventh research was done by Tamon, Mandey, and Wenas (2019), which was done in Manado. The purpose of this study was to determine the promotional effect strategies and brand image on Toyota cars customer loyalty. The type of this research was a quantitative research using

associative approach. The samples were 95 Toyota car users respondent taken from a population of 1,618 people using accidental sampling technique. The data obtained were analyzed using multiple linear regression analysis techniques, F test and t test.

The results showed that the promotion strategy and brand image simultaneously had a positive and significant effect on customer loyalty. Brand image partially has a positive and significant effect on customer loyalty. To increase customer loyalty, companies should pay attention and improve their promotional strategies therefore customer can be more active in giving positive responses to products offered.

The eighth research was done by Saputra (2016), which was done in Medan. The purpose of this study was to test and analyze product attributes namely quality, frugality, design, service, and price toward consumer loyalty in case study of Toyota Agya cars in Medan. This research was expected to be useful for all parties as the product attributes given, therefore it was expected to increase customer loyalty as the company goods and services user. This research was done in Medan particularly for Toyota Agya car users. This research conducted a survey by selecting 100 consumers of Toyota Agya car owners. The research collection technique used was the probability sampling with certain conditions. The hypothesis testing technique used was multiple linear regression. Previously the validity test, reliability test, and classical assumption test were done first.

The conclusion of the hypothesis was that simultaneous testing concludes that to predict significant customer loyalty, it was found that the hypothesis that stated product quality, efficiency, design, service, and price simultaneously have a significant effect on customer loyalty. Partial testing concluded that, all the variables of quality (X1), frugality (X2), design (X3), service (X4), and price (X5) have a significant effect on the customer loyalty. The test results show that the service variable was the most significant and plays a role in shaping a customer loyalty compared to other variables.

2.2. Theoretical Basis

In this theoretical basis part, the general of management, marketing management will be explained. The theories on brand image topic, product quality, price, and customer satisfaction will be discussed also. According to Kotler and Armstrong (2015: 27), marketing is a process that companies create value for customers and build a strong relationship with customers to get value from customers as a return. Meanwhile, according to Kotler and Armstrong (2015: 146), marketing management is the analysis, implementation and supervision of programs aimed to make exchanges with the intended market in order to achieve the organization goals. In the company's strategic role in marketing, there are marketing mix elements to serve the target market the company will achieve. Kotler and Armstrong (2015: 75) suggest that the marketing mix is a set of marketing tools used by the companies to keep achieving the company's goal in the target market. The marketing mix concept according to Kotler and Keller (2015: 25) consists of 4Ps, namely product, price, place, and promotion. The definition of each marketing mix is as follows:

1. Product

Everything that can be offered to the market to gain attention, therefore the product sold will be wanted to be bought, used or consumed that can meet the customer needs and desires.

2. Price

The amount of value that customer exchange for the benefit of owning or using a product or service whose value is determined by the buyer and seller through bargaining, or fixed by the seller for one same price for all buyers.

3. Place

Place is associated as a distribution channel aimed to reach target customers. This distribution system includes location, transportation, warehousing, and so on.

4. Promotion

Various ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold.

From the marketing mix concept explanation, there will be two concepts that will be focused in this study. The concepts to be focused are product and price that will be explained in the next material discussion.

2.2.1. Product Quality

Products are the company various series result offered to customer to achieve quality company goals based on customer's needs and desires. The important product asset is product quality, where product quality is products or service characteristic that keep meeting the customer needs both implied or stated. Product quality describes how far the product can meet and satisfy customer needs (Kotler and Armstrong, 2015: 253)

Based on the level, the product can be divided into five levels (Kotler & Keller, 2015: 326), namely:

1. The core product, offers the main benefits and usage that customers need.
2. Basic product, reflect the product basic function.
3. The expected product is a set of attributes and conditions expected when customer buys.
4. Upgraded product, provides additional services and benefits, thus differentiating the company's offering.
5. Potential product, additions and transformations to the product that may be carried out in the future.

According to Garvin in Tjiptono (2016: 134), there are eight indicators that can be used to analyze product quality, namely:

- 1) Performance
Performance is a quality dimension related to product main characteristic
- 2) Features
Features are supporting or complementary characteristic of the main product characteristic.
- 3) Reliability
Reliability is a quality dimension relates to the possibility of a product to work satisfactorily at certain times and conditions.
- 4) Conformance to specifications
Conformance is the product performance and quality conformity to the desired standard. Basically, every product has predetermined standards or specifications.
- 5) Durability
Durability is related to the product durability until it has to be replaced. Durability is usually measured by the product age and durability duration.
- 6) Service ability
Serviceability is the ease of service or repair if needed, including speed, competence, comfort, ease of repair, and satisfying complaint handling.
- 7) Aesthetic
Aesthetic is a quality dimension related to the appearance, sound, taste, and smell of a product.
- 8) Perceived quality
Perceived quality is the product quality impression felt by customer. This quality dimension relates to customer product or brand quality perception.

2.2.2. Price

Goods or service price determines market demand. Price is the amount of money charged for products or services, the amount of value that customers exchange for the benefits of owning or using a product or service, Kotler and Armstrong (2015: 312).

As a marketing mix element, price requires careful consideration in relation to pricing strategy dimension number (Kotler and Armstrong, 2015: 312), namely:

1. Price is a product statement of value. Value is the comparison ratio between benefit perceptions of cost incurred to obtain the product.
2. Price is a visible aspect for buyers. Therefore, it is common that price is used as a service quality indicator.
3. Price is a demand determinant based on the law of demand, the price size affect the product quality purchased by customers. The more expensive the price, the less quantity demanded for the product and vice versa.
4. Price is directly related to income and profit, price is a marketing mix element that brings income to company, which in the turn influence the profit size and the market share obtained.
5. Price are flexible, means they can be adjusted quickly. It is one of four traditional marketing mixes, price is the most easily changed and adapted element to market dynamic.
6. Price affects image and positioning in service marketing that prioritizes image quality. Price is an important element, high prices are perceived to reflect high quality and vice versa.

To measure customer perception toward the price must be paid to get a product, there are four price indicators (Kotler and Armstrong, 2015: 312), namely:

1. Price affordability, the price carried out by the company in accordance with the customer purchasing power. Customer can reach the price set by the company.
2. Price suitability, the price carried out by the company adjusted to product quality that can be obtained by customer.
3. Price competitiveness, price carried out by different companies and competing with the price given by other companies for the same product type.
4. Price suitability with benefits, price carried out by companies based on the benefits customer can get from the products consumed.

2.2.3. Brand Image

In product marketing, there is one variable, namely the company brand image, where the company must be able to give good product brand image impression to be marketed. As expressed by Kotler and Keller (2015: 97) who defines a brand as a name, term, sign, symbol, design or a combination of these expected to identify goods or services from a group of sellers and to differentiate these goods or services from the competitor's product.

According to Kotler and Keller (2015: 331) there are six main criteria for choosing a brand, namely:

1. Can be remembered
How easy the brand can be remembered and recognized. Usually brands with shorter names are easier to remember like Tide, Crest, and Puffs.
2. Meaningful
The brand name implies and indicates a category associated with it such as product ingredients, the types of people who might use the brand.
3. Can be liked
Brands can be liked visually and verbally, for example: Sunkist, Spic and Span, and Thunderbird.
4. Can be transferred
Brands can be used to introduce new products in the same or different categories.
5. Can be adjusted
Brands can be customized and updated
6. Can be protected
Trademarks can be protected legally and competitively.

Regarding the company brand image, there are several indicators that form a brand image stated in Kotler & Keller (2015: 97) discussion, namely:

1. Brand Identity

Brand identity is a physical identity related to the brand or product so that customers can easily recognize and distinguish it from other brands or products, such as logos, colors, packaging, location, overarching corporate identity, slogans, and others

2. Brand Personality

Brand personality is the distinctive brand character that forms a certain personality like humans, therefore the customer audience can easily distinguish it from other brands in the same category, for example, the character is firm, stiff, dignified, nigrat, or smiling, warm, compassionate, social, or dynamic, creative, independent, and so on.

3. Brand Association

Brand association are specific things that are appropriate or always associated with a brand, it can arise from the unique product offering, repeated and consistent activities for example in the sponsorship terms or social responsibility activities, very strong issues related to the brand, or person, certain symbols and meanings that are very strongly attached to a brand

4. Brand Attitude and Behavior

Brand attitudes and behaviors are the communications attitudes or behaviors and brand interaction with customer in offering benefits and values. Attitude and behavior includes customer attitudes and behavior, activities and attributes attached to brands when dealing with customers, including the employees and owners behavior.

5. Brand Benefit and Competence

Brand benefits and advantages are the distinctive values and advantages offered by a brand to customer that make customer feel the benefits because of their needs, desires, dreams, and obsessions realized by the offer.

2.2.4. Customer Satisfaction

Customer satisfaction is one of business success indicator. Customer satisfaction is one of indicator that companies must pay attention to achieve success in their business. To create customer loyalty if the customer is satisfied with the product purchased. Customer satisfaction is one of the keys to retain costumer. According to Kotler and Keller (2015: 117) satisfaction is happy or disappointed feeling after comparing perceived performance with expectation. If the performance is under expectation, the customer will be disappointed. Conversely, if the performance is in line with expectation or even exceed expectation, then customer will feel satisfied. Satisfied customer usually stay loyal to the product for a longer time, repurchase when the company develops its product, and talk about talk positively about the company and its product to others.

Based on the explanation about customer satisfaction above, the researcher can conclude that customer satisfaction is the customer feeling level, whether happy or sad after comparing the product or service quality with expectation.

According to Tjiptono, (2016: 32), in the midst of various customer satisfaction measuring ways, there are four core concepts regarding object measurement indicators, namely:

1. Overall Customer Satisfaction

The simplest way to measure customer satisfaction is to ask customer directly how satisfied they are with the products or services provided by the company.

2. Confirmation of Expectation

Satisfaction is measured based on the suitability/mismatch between customer expectation and the company's product actual performance on a number of important attributes or dimension.

3. Repurchase Intent

Customer satisfaction is measured whether consumers will shop or use the company's product or service again.

4. Willingness to Recommend

If customers are satisfied, they will recommend to others to use the company's products or services.

2.3. Hypothesis Development

In this study, some presumptive hypotheses in the research conducted are as follows:

H1 : It is suspected that Brand Images has an effect on Daihatsu Siga's Customer Satisfaction.

H2 : It is suspected that product quality affects Daihatsu Siga's customer satisfaction.

H3 : It is suspected that price has an effect on Daihatsu Siga's customer satisfaction.

H4 : It is suspected that Brand Image, Product Quality, and Price simultaneously influence Daihatsu Siga's Customer Satisfaction.

III. THE RESEARCH METHOD

3.1. Research Strategy

Associative method was used in this research. The purpose of this study itself was to determine the influence or relationship between two or more variables looking for roles, and a causal relationship, namely between independent/exogenous variables and dependent/endogenous variables (Sugiyono, 2018: 51). This method was used to determine the brand image, product quality and price effect on Daihatsu Siga customer satisfaction. While a quantitative approach analysis would be used in this research which is based on the positivity philosophy used to research on a particular population or sample and random sampling by collecting data using research instruments. The data analysis was quantitative or statistical to describe hypothesis determined (Sugiyono, 2018: 15).

3.2. Population and Research Sample

Population is a generalization area consisting of objects or subjects with certain quality and characteristic determined by researcher to be studied and then draw the conclusion (Sugiyono, 2018: 130). The population in this study were all customers who bought a Daihatsu Siga car, while the target population of the study were 260 customers who bought a Daihatsu Siga car at the Daihatsu Sales Operation Area, North Jakarta from January to June 2020.

The sampling technique in this research was a purposive sampling procedure, which means that the sample determining technique with certain considerations (Sugiyono, 2018: 131). The sample in a research is a part of the number and characteristic of the population (Sugiyono, 2018: 131). The respondent characteristic in this research were customers who bought a Daihatsu Siga car at the Daihatsu Sales Operation Area, North Jakarta from January to June 2020, with the total of 260 customers. To determine the samples number in this research, the Yamane formula was used as suggested by Sugiono (2018: 131).

$$n = \frac{N}{1+N.e^2}$$

Information:

n = the number of samples

N = total population

e = tolerance level for errors due to coincidence factor

Based on the formula above, that the sample of this research was:

$$n = \frac{260}{1+260(0,10)^2}$$

n = 72,22 respondents were rounded up to be 73 respondents.

Information:

n = 73 number of samples

N = 260 total population

e = the tolerance level for errors due to the 10% coincidence factor

For this reason, the target population was 260 Daihatsu Sigra car customer in the North Jakarta Daihatsu Sales Operation Area from January to June 2020, therefore the samples in this research was 73 respondents.

3.3. Data and Data Collecting Method

The quantitative data were used in this research as they are expressed by numbers indicate the variables magnitude value represented. Type of data are divided into two, namely primary data and secondary data, but this research only used the primary data, that is data which was obtained directly from the object studied which was the data primary source or direct source providing data to the data collectors (Sugiyono, 2018: 213).

The primary data were obtained through questionnaire. Sugiyono (2018: 219) states that questionnaire is a data collection technique which is done by giving a set of questions or written statements to respondents. The data collecting technique used a questionnaire distributed to the relevant research sample. The questionnaire distributed were in the statement list form related to research object, the questionnaires were given, therefore the respondents can fill in more efficiently. While distributing the questionnaire, clear questionnaire filling instructions were also included, therefore it would be easier for respondents to provide complete answer.

Furthermore, the data obtained were given a score or value on respondent's answer using a Likert scale. Table below describes the Likert scale scores:

Table 3.1. Likert Scale Score

Symbol	Information	Score
ST	Strongly Agree	5
S	Agree	4
R	Doubtful	3
TS	Disagree	2
STS	Strongly Disagree	1

Source: Sugiyono (2018:152)

3.4. Data Analysis Method

3.4.1. Descriptive Statistical Analysis

Descriptive statistic in Sugiyono (2018: 226) is a statistical analysis that provides a general characteristic description of each research variables seen from the average (mean), minimum and maximum values. Descriptive statistical analysis is statistic used to analyze data by describing the collected data as it is without intending to make generalized conclusion or generalizations. This analysis is used to determine the number of respondents will be divided according to predetermined characteristic, namely demographic, characteristics including age, gender, employment status and respondent's characteristic including Daihatsu Sigra type. The respondents' description explanation will be informed in the diagrams and tables.

3.4.2. Respondent Answer Analysis

The data collected in this study were described in the tables form, diagrams, and graph related to respondents' answer description, while the respondents' answer analysis used a perception index. Respondents' answer description to determine the brand image, product quality and price variables on customer satisfaction. The scoring technique used in this study was a maximum score of 5 (five) and a minimum score of 1 (one), therefore the index calculation for the respondents' answer was to use the following formula (Ferdinand, 2014: 232).

Index value = $[(\%F1*1)+(\%F2*1)+(\%F3*1)+(\%F4*1)+(\%F5*1)] / 5$

Information:

F1 : Respondents' frequency who answered 1 of the scores used in the questionnaire question.

F2 : Respondents' frequency who answered 2 of the scores used in the questionnaire question.

F3 : Respondents' frequency who answered 3 of the scores used in the questionnaire question.

F4 : Respondents' frequency who answered 4 of the scores used in the questionnaire question.

F5 : Respondents' frequency who answered 5 of the scores used in the questionnaire question.

While according to Ferdinand (2014: 232) the resulting index number show a score of 20 to 100 with a range of 80. By using the three box criterion (Three Box Method), the answer range start from 20 – 100 obtained span of 80 divided into 3 parts which will result in the range of 26 which was used as the index values interpretation basis as follows:

Index Value 20 – 46 : Low

Index Value 47 – 73 : Medium

Index Value 74 – 100 : High

3.4.3. Data Statistical Analysis

1. Validity Test

Validity is the degree of accuracy between the data occurs on the research object and the power that can be reported by researchers (Sugiyono 2018: 267). Validity testing in this evaluative research used a logical validity. Logical validity for an instrument refers to the instrument condition that meets valid conditions based on reasoning and rational results. The instrument tested for validity was the context component instrument, input, process and results. Thus, valid data is (data that does not differ) between data reported by researchers and data that actually occurs on the research object. The item validity conditions was if $r_{count} > r_{table}$ at the significant level ($\alpha = 0,05$), then the instrument was considered valid and if $r_{count} < r_{table}$, then the instrument was considered invalid.

After the calculation were carried out, the statement validity decision basis is as follows:

- a. If the value of $r_{hitung} < r_{tabel}$ or $sig. > \alpha (0,05)$, then H_0 is accepted
- b. If the value of $r_{hitung} > r_{tabel}$ or $sig. < \alpha (0,05)$, then H_0 is rejected

2. Reliability Test

Reliability refers to the notion that an instrument can be trusted enough to be used as a data collection tool because the instrument is good. A good instrument will not be tendentious in directing the respondent to select certain answer. A reliable instrument will produce reliable data too (Arikunto, 2016: 221). The instrument tested for reliability was the instrument made by the researcher. In this case the instrument was a context instrument component, input, process and results. Reliability is determined based on total variant proportion which is the actual total variant. The greater the proportion, the higher the reliability. The reliability test is carried out after the validity test and the test is a valid statement. The reliability coefficient is between 0.50 – 0.60. In this research, the researcher chose 0.60 as the reliability coefficient (Arikunto, 2016: 221). The criteria for reliability testing are:

- a. If the reliability coefficient value > 0.60 then the instrument has good reliability, in other words the instrument is reliable.
- b. If the reliable coefficient value < 0.60 , the instrument tested is not reliable.

3.4.4. Correlation Coefficient Analysis and Determination Coefficient

1. Correlation Coefficient

According to Sugiyono (2018: 231) correlation coefficient r shows the correlation degree between the independent variable (X) and the dependent variable (Y). The coefficient value must fall within the limits of -1 to +1 ($-1 < r \leq +1$), which gives the following possibilities:

- a) A positive sign indicates a positive correlation between the variables tested, which means that any increase or decrease in X values will be followed by an increase and decrease in Y.
- b) A negative sign is a negative correlation between the variables tested, which means that any increase in X values will be followed by a decrease in Y and vice versa.
- c) If $r = 0$ or close to 0, it indicates a weak correlation or no correlation at all between the variables studied.

The resulting correlation coefficient, then tested for significance. Significance is the level of confidence in a hypothesis, whether the hypothesis will be accepted or rejected. In this test, it was done by identifying the t significance level (t). The criteria used are as follows:

- a. H_0 is accepted, if $t_{sig.} > \alpha (0,05)$
- b. H_0 is rejected, if $t_{sig.} < \alpha (0,05)$

To be able to provide a correlation coefficient size interpretation, there are several guidelines to provide correlation coefficient interpretation (Sugiyono, 2018: 231). The coefficient correlation interpretation explains the relationship level with 5 (five) levels from very low, low, moderate, strong, to very strong with the information detail as follows:

Table 3.2. Guidelines for providing Correlation Coefficient interpretation information

Internal Coefficient	Relationship Level
0,0000 – 0,199	Very low
0,200 – 0,399	Low
0,400 – 0,599	Moderate
0,600 – 0,799	Strong
0,800 – 1000	Very Strong

Source: Sugiyono (2018:231)

2. Determination Coefficient

According to Supriadi (2017: 202) determination coefficient (R^2) is the X variable influence level in Y variable which is expressed in presentation (%). The percentage was obtained by first squaring the correlation coefficient multiplied by 100%. The small value of R^2 represents that the independent variables ability to explain the variation in the dependent variable is very limited. A value close to one means the independent variables that provide almost all the information needed to predict the dependent variables. The determination coefficient (KD) is calculated by the following formula:

$$KD = (r)^2 \times 100\%$$

Information:

KD = Determination coefficient (R^2)

r = Multiple correlation coefficient squared

3.4.5. Hypothesis Testing

Hypothesis is an assumption or conjecture about something made to explain that is often required to check. The statistical hypothesis is a hypothetical formulation, between the null hypothesis (H_0) and the alternative hypothesis (H_a) that are always in pair, if one is rejected, then the other must be accepted, therefore the decision is firm, that if H_0 is rejected and H_a is accepted. The statistical hypothesis is expressed in symbols (Sugiyono, 2017: 87). Hypothesis testing is presented in the tables and figures form with statistical methods, significant test for independent variable effect on the dependent variable partially using the t test and simultaneously using the F test are as follows:

1. Partial Correlation Coefficient Test (t Test)

The t test is used to test the relationship significance between the independent variable and the dependent variable individually (partial). The hypothesis to be tested are as follows:

- 1) Brand Image has an effect on Daihatsu Sibra Customer Satisfaction

Ho : $\rho_{y1.23} = 0$: The partial correlation between Brand Image and Daihatsu Sigra's Customer Satisfaction is not significant.

Ha : $\rho_{y1.23} \neq 0$: The partial correlation coefficient between Brand Image and Daihatsu Sigra's Customer Satisfaction is significant.

The criteria for the partial correlation coefficient significance are used:

a. Ho is accepted, if $t_{sig.} > \alpha (0,05)$

b. Ho is rejected, if $t_{sig.} < \alpha (0,05)$

If the test result shows a significant partial correlation coefficient, the hypothesis test is continued by using determination coefficient, where $KD1.23 = r_{y1.232} \cdot 100\%$

The determination coefficient measures the Brand Image influence contribution on Daihatsu Sigra's Customer Satisfaction.

2) Product quality affects Daihatsu Sigra's customer satisfaction

Ho : $\rho_{y2.13} = 0$: The partial correlation coefficient between Product Quality and Daihatsu Sigra's Customer Satisfaction is not significant.

Ha : $\rho_{y2.13} \neq 0$: The partial correlation coefficient between Product Quality and Daihatsu Sigra's Customer Satisfaction is significant.

The criteria for the partial correlation coefficient significance, are used:

a. Ho is accepted, if $t_{sig.} > \alpha (0,05)$

b. Ho is rejected, if $t_{sig.} < \alpha (0,05)$

If the test results show a significant partial correlation coefficient, then the hypothesis test is continued by using the determination coefficient, where: $KD2.13 = r_{y2.132} \cdot 100\%$

The determination coefficient measures the Product Quality influence contribution on Daihatsu Sigra's Customer Satisfaction.

3) Price affects the Daihatsu Sigra Consumer Satisfaction

Ho : $\rho_{y3.12} = 0$: The partial correlation coefficient between Price and Daihatsu Sigra's Customer Satisfaction is not significant.

Ha : $\rho_{y3.12} \neq 0$: The partial correlation between price and Daihatsu Sigra's customer satisfaction is significant.

The criteria for the partial correlation partial significance are used:

a. Ho is accepted, if $t_{sig.} > \alpha (0,05)$

b. Ho is rejected, if $t_{sig.} < \alpha (0,05)$

If the test results show a significant partial correlation coefficient, the hypothesis test then continued by using the determination coefficient, where: $KD3.12 = r_{y3.122} \cdot 100\%$

The determination coefficient measures the price effect contribution on customer satisfaction for Daihatsu Sigra.

2. Simultaneous Correlation Coefficient Test (Test F)

The F test is used to determine independent variables effect significance simultaneously toward the dependent variable. The hypothesis (4) to be tested are:

Brand Image, Product Quality, and Price together have an effect on Daihatsu Sigra Customer Satisfaction.

Ho : $\rho_{y123} = 0$: The simultaneous correlation coefficient between Brand Image, Product Quality, Price and Daihatsu Sigra's Customer Satisfaction is not significant.

Ha : $\rho_{y123} \neq 0$: The simultaneous correlation coefficient between Brand Image, Product Quality, Price and Daihatsu Sigra's Customer Satisfaction is significant.

The criteria for the coefficient correlation simultaneous significance are used:

a. Ho is accepted, if $F_{hitung} < F_{tabel}$ or if $Prob. F > \alpha (0,05)$

b. Ho is rejected, if $F_{hitung} > F_{tabel}$ or if $Prob. F < \alpha (0,05)$

If the test results show the simultaneous correlation coefficient is significant, the hypothesis test is continued by using the adjusted determination coefficient (adjusted R square) to determine the effect between the independent variables on the dependent variable

simultaneously (Arikunto, 2014: 339). The Adjusted R Square value is used to avoid bias or errors in data collection on the number of independent variables included in the model (Ghozali, 2017: 97). The determination coefficient measures contribution of Brand Image, Product Quality, and Price influence together on Daihatsu Sigra's Customer Satisfaction.

IV. RESULTS AND DISCUSSION

4.1. Descriptive Statistic Analysis

4.1.1. Respondents Description

The demographic characteristics of Daihatsu Sigra respondents, including:

1. Respondent characteristic based on age:

Respondents in this research were 73 people consist of several age groups. From this research, it shows that the most respondent characteristics are between the ages of 28 and 32 who are new to work and young families who have recently married. With the percentage of 33%, the second is people between 33 and 37 who are already established in their work. And 17 people who have families and children with the percentage of 23%. The average age is categorized as productive age and also millennial group who are newly established in work and may also have recently married. This is in line with Daihatsu Sigra's target customers, namely young families who are buying a car for the first time.

2. Respondent characteristic based on gender:

Respondent in this research were 73 people divided in two categories: male and female. From the research, we can know that male respondents were 48 (66%) compared to female respondent. Seen from Daihatsu Sigra respondent target were car first timer buyer, therefore most of the buyers were head of family which the car was used for daily transportation at work. Most of these respondents were men who are the head of household.

3. Respondent characteristic based on occupation:

The respondent in this research were still 73 people. From this research, it can be seen that respondent's occupation characteristic was mostly general employee worker. More than a half of the respondent's total samples were general employee with the percentage of 59%. The Daihatsu Sigra as a private car is used for daily work transportation. That general employee general employees are easily to be found in North Jakarta as this area is dominated with private companies and industrial area. This is in line with Daihatsu Sigra's target customer who are employees/workers and lower middle class entrepreneur.

4. Respondent characteristic based on Daihatsu Sigra type purchased:

Respondents in this research were still 73 people who bought Daihatsu Sigra. The research result shows that most respondents buy the highest type of Daihatsu Sigra, namely 1.2 R type with the detail 20 people (27%) bought 1.2 R AT type and 14 people (19%) bought 1.2 R AT DLX type. The highest type of Daihatsu Sigra has very complete practical and functional feature, therefore most of the customer who want to get comfortable driving demanding this type.

5. Respondent characteristic based on daily car usage:

Respondents in this research were 73 people based on the daily car usage. The most respondents as much as 46 people or 63% use the Daihatsu Sigra car to go to work/school/campus. That most of Daihatsu Sigra customer work as employees/worker which most them has office/school/campus located in urban area. It leads them to choose Daihatsu Sigra as a personal car for daily use as it is fuel efficient and quite comfortable to be driven in city.

Furthermore, we also can see the most in demand and purchased Daihatsu Sigra based on the respondent age, that respondents choose and buy Daihatsu Sigra type with the average respondents mostly chose and buy Daihatsu Sigra 1.2 R AT and 1.2 R AT type is 44%. From this research, half of the respondents choose the highest type with automatic transmission as this type has the most complete specification, and also provides safety, comfort and security features for its users. Many people choose comfortable driving as currently most of people use the car to go to office or business

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place located in the city with the roads that generally have a congestion. Therefore, they can enjoy their travel time and don't have to be bothered changing transmission once they use the automatic transmission and don't easily get tired when traveling.

4.1.2. Respondent Answer Description

The results of the calculation of the respondent's perception index data carried out on the brand image variable can be seen in table 4.1 as follows:

Table 4.1. Respondent Perception Index of Brand Image

Indicator	Code	Answer Frequency					Total	Index	Category
		1	2	3	4	5			
Brand Identity	CM1	0	0	3	37	33	73	64.4	Moderate
		0	0	9	148	165	322		
Brand Personality	CM2	0	1	6	25	41	73	65	Moderate
		0	2	18	100	205	325		
Brand Association	CM3	0	1	12	26	34	73	62.4	Moderate
		0	2	36	104	170	312		
Brand Attitude and Behavior	CM4	0	0	2	20	51	73	68.2	Moderate
		0	0	6	80	255	341		
Brand Benefit and Advantage	CM5	0	2	5	20	46	73	65.8	Moderate
		0	4	15	80	230	329		
Average							65.2	Moderate	

Source: Primary data processed (2020)

From table 4.1 above we can know the average result is 65.2 in the medium category. The highest index of brand image is 68.2 (CM4) with sub-indicators of the benefits and brand value, with the statement that Daihatsu Sigra is fuel-efficient car brand, therefore respondent choose Daihatsu Sigra as is fuel efficient. The lowest index is 62.4 (CM3) with a brand specific sub-indicator, with the statement that Daihatsu Sigra is a large car brand with a capacity of seven passengers.

Furthermore, the calculation result of the respondent's perception index data carried out on the product quality can be seen in table 4.2 as follows:

Table 4.2. Respondent's Perception Index of Product Quality

Indicator	Code	Answer Frequency					Total	Index	Category
		1	2	3	4	5			
Performance	KP1	0	3	23	33	14	73	55.4	Moderate
		0	6	69	132	70	277		
Feature	KP2	0	0	10	15	48	73	66	Moderate
		0	0	30	60	240	330		
Reliability	KP3	0	10	26	27	10	73	51.2	Moderate
		0	20	78	108	50	256		
Compliance with Specification	KP4	0	0	19	39	15	73	57.6	Moderate
		0	0	57	156	75	288		
Durability	KP5	0	1	17	37	18	73	58.2	Moderate
		0	2	51	148	90	291		
Service Capability	KP6	0	0	11	31	31	73	62.4	Moderate
		0	0	33	124	155	312		
Aesthetic/beauty	KP7	0	0	8	42	23	73	61.4	Moderate
		0	0	24	168	115	307		
	KP8	0	0	13	25	35	73	62.8	Moderate
0		0	39	100	175	314			
Perceived Quality	KP9	0	5	14	44	10	73	55.6	Moderate
		0	10	42	176	50	278		
Average							59	Moderate	

Source: Primary data processed (2020)

From table 4.2 above, we can know the average result is 59.0 in the moderate category. The highest product quality index is 66.0 (KP2) with sub indicators of product supporting characteristic under the statement that Daihatsu Sigra is equipped with a Dual Air Bag safety feature. The lowest index is 51.2 (KP3) with a sub-indicator of product reliability at certain times and conditions under the statement that Daihatsu Sigra can be used in all road conditions as this car is mostly used in cities with normal road conditions.

Furthermore, the calculation result of the respondent's perception index data carried out on the price variable can be seen in table 4.3 as follows:

Table 4.3. Respondent Perception Index of Prices

Indicator	Code	Answer Frequency					Total	Index	Category
		1	2	3	4	5			
Price Affordability	HG1	0	0	8	32	33	73	63.4	Moderate
		0	0	24	128	165	317		
Price Compatibility with Product Quality	HG2	0	0	10	29	34	73	63.2	Moderate
		0	0	30	116	170	316		
Price Competitiveness	HG3	0	1	11	31	30	73	61.8	Moderate
		0	2	33	124	150	309		
Price Compatibility with Benefits	HG4	0	2	12	34	25	73	60.2	Moderate
		0	4	36	136	125	301		
Average							62.2	Moderate	

Source: Primary data processed (2020)

From table 4.3 above we can know that the average result is 62.2 in the moderate category. The highest prices index is 63.4 (HG1) with the price affordability indicator under the statement that the Daihatsu Sigra price is affordable, therefore the respondent buy Daihatsu Sigra because the price is affordable. The lowest index is 60.2 (HG4) with the price compatibility indicator under the statement that Daihatsu Sigra is comfortable for driving.

And the last, respondents perception index data calculation result carried out on the customer satisfaction variable can be seen in table 4.4 as follows:

Table 4.4. Respondents Perception Index of Customer Satisfaction

Indicator	Code	Answer Frequency					Total	Index	Category
		1	2	3	4	5			
Overall Customer Satisfaction	KK1	0	0	12	34	27	73	61.4	Moderate
		0	0	36	136	135	307		
	KK2	0	0	16	31	26	73	60.4	Moderate
		0	0	48	124	130	302		
Expectation Confirmation	KK3	0	4	6	37	26	73	60.8	Moderate
		0	8	18	148	130	304		
Repurchase Interest	KK4	1	4	15	35	18	73	56.8	Moderate
		1	8	45	140	90	284		
Willingness to Recommend	KK5	0	0	7	33	33	73	63.6	Moderate
		0	0	21	132	165	318		
Average							60.6	Moderate	

Source: Primary data processed (2020)

From table 4.4 above we can know that the average result is 60.6 in the moderate category. The highest index of customer satisfaction is 63.6 (KK5) with sub indicator willingness to recommend, under the statement that I will gladly recommend Daihatsu Sigra to families. The lowest index is 56.8 (KK4) with a sub indicator of customer interest to repurchase the same product or other product with the same brand under the statement that I am interested in buying Daihatsu Sigra if a new type is available, maybe the respondent will buy another product as they already own Daihatsu Sigra.

4.2. Data Statistical Analysis

1. Validity Test

To determine the validity and invalidity each research instruments, the validity test would be carried out on each research variable which can be seen in all statement items in questionnaire. This test uses product moment formula calculated with the SPSS version 26.0 program. For the SPSS data processing results on all statements in the brand image variable instrument which consists of 5 (five) statement items are as follows:

Table 4.5. Validity Test Results for Brand Image Variables (CM)

<i>Item</i>	<i>r_{hitung}</i>	<i>Sig.</i>	<i>Brand Image</i>
CM1	0,761	0,000	VALID
CM2	0,582	0,000	VALID
CM3	0,781	0,000	VALID
CM4	0,583	0,000	VALID
CM5	0,680	0,000	VALID

Source: SPSS output, processed (2020)

Based on table 4.5 above, the validity test result for the brand image variable (CM) are 0.761 for CM1, 0.582 for CM2, 0.781 for CM3, 0.583 for CM4, and 0.680 for CM5. Therefore, it can be stated that from the data processing result, the decision is valid, because r_{count} is greater than r_{table} (0.2272) or if it seen from its significance, it obtains sig. (0,000) < α (0,05). It means that all statements can be used to measure brand image.

Furthermore, the SPSS data processing results in the product quality variable instrument consisting of 9 (nine) statement items are as follows:

Table 4.6. Validity Test Result for Product Quality Variables (KP)

<i>Item</i>	<i>r_{hitung}</i>	<i>Sig.</i>	<i>Product Quality</i>
KP1	0,599	0,000	VALID
KP2	0,526	0,000	VALID
KP3	0,751	0,000	VALID
KP4	0,655	0,000	VALID
KP5	0,697	0,000	VALID
KP6	0,653	0,000	VALID
KP7	0,680	0,000	VALID
KP8	0,333	0,000	VALID
KP9	0,603	0,000	VALID

Source: SPSS output, processed (2020)

Based on table 4.6 above, the validity test results for the product quality variable (KP) are 0.599 for KP1, 0.526 for KP2, 0.751 for KP3, 0.655 for KP4, 0.697 for KP5, 0.653 for KP6, 0.680 for KP7, 0.333 for KP8, and 0.603 for KP9. Therefore, it can be stated from the data processing results above that the decision is valid, because r_{count} is greater than r_{table} (0.2272) or if its seen from its significance, it gains sig. (0,000) < α (0,05). It means that all statements can be used to measure product quality. It means that all statements can be used to measure product quality.

Meanwhile, the SPSS data processing results on all statements in the price variable instrument consisting of 4 (four) statements items are follows:

Table 4.7. Validity Test Results for Price Variables (HG)

<i>Item</i>	<i>r_{hitung}</i>	<i>Sig.</i>	<i>Price</i>
HG1	0,688	0,000	VALID
HG2	0,839	0,000	VALID
HG3	0,714	0,000	VALID
HG4	0,781	0,000	VALID

Source: SPSS output, processed (2020)

Based on table 4.7 above, the validity test results for the price variable (HG) are 0.688 for HG1, 0.839 for HG2, 0.714 for HG3, and 0.781 for HG4. Therefore, it can be stated from the data processing results above that the decision is valid, because rcount is greater than rtable (0.27272) or it is seen from the significance, it gains sig. (0,000) < α (0,05). It means that all statements can be used to measure price.

And for the SPSS data processing results on all statements in the instrument of customer satisfaction variables consisting of 5 (five) statements item as follows:

Table. 4.8. Validity Results for Customer Satisfaction Variables (KK)

Item	rhitung	Sig.	Customer Satisfaction
KK1	0,744	0,000	VALID
KK2	0,634	0,000	VALID
KK3	0,868	0,000	VALID
KK4	0,774	0,000	VALID
KK5	0,787	0,000	VALID

Source: SPSS output, processed (2020)

Based on the table 4.8 above, the validity test results for customer satisfaction (KK) 0.744 for KK1, 0.634 for KK2, 0.868 for KK3, 0.774 for KK4, and 0.787 for KK5. Therefore, it can be stated that from data processing results above that the decision is valid, because rcount is greater than rtable (0.2272) or if its seen from its significance, it obtains sig. (0,000) < α (0,05). It means that all statements can be used to measure customer satisfaction.

2. The Reliability Tests

The reliability test is carried out after the previous validity test and for what is tested is a valid statement. The instruments reliability test that have been made by this researcher aims to see which instruments are good and the data can be trusted. The reliability test was carried out by the One Shot Method with Cronbach's Alpha statistical test using SPSS version 26.0 program, with the stated provisions that the degree of freedom used is ($\alpha = 0,05$). The reliability test carried out on the variables of brand image, product quality, price, and customer satisfaction, which is a summary of SPSS data processing results as follows:

Tabel. 4.9. Reliability Test Results for Variables Brand Image, Product Quality, Price, and Customer Satisfaction

Variabel	Cronbach's Alpha	Decision
Brand Image (CM)	0,699	Reliabel
Product Quality (KP)	0,788	Reliabel
Price (HG)	0,749	Reliabel
Customer Satisfaction (KK)	0,816	Reliabel

Source: SPSS output, processed (2020)

Based on the table 4.9 above, for all variables, Cronbach's Alpha results are greater than 0.60. It shows that the reliability tests result for the brand image, product quality, price, and customer satisfaction variables can be declared reliable, which means that all instruments used will produce the same data to measure the same object. A construct or variable is said to be reliable if it gives a Cronbach's Alpha value > 0.60.

4.3. Research Hypothesis Test

In this case, researcher conducted a hypothesis test using a partial and simultaneous hypothesis test with the following result:

1. Partial Hypothesis Test

The correlation coefficient is a statistical technique will be used to determine the influence degree between variables, following are the partial hypothesis test data processing result using SPSS version 26.0. Based on previous description and research, the following hypothesis

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development suggest that Brand Image has an effect on Daihatsu Sigra’s Customer Satisfaction, it will be explained in the table below:

Table. 4.10. The Brand Image Partial Correlation Coefficient (CM) Results on Customer Satisfaction (KK)

		Brand Image (CM)	Customer Satisfaction (KK)
Brand Image (CM)	Pearson Correlation	1	.535**
	Sig. (2-tailed)		.000
	N	73	73
Customer Satisfaction (KK)	Pearson Correlation	.535**	1
	Sig. (2-tailed)	.000	
	N	73	73

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output, processed (2020)

From table 4.10 above, the data processing results obtained the correlation coefficient between Daihatsu Sigra brand image and customer satisfaction, the r value is 0.535 with the significance sig. (0,000) < α (0.05), therefore the Ho is rejected. From the data processing results, it can be stated that there is a moderate relationship between Daihatsu Sigra Brand Image and customer satisfaction.

Furthermore, to measure the brand image influence contribution on Daihatsu Sigra customer, the determination coefficient will be used with the Determination Correlation (KD) with the formula as follows:

$$\begin{aligned}
 KD &= (r)^2 \times 100\% \\
 &= (0,535)^2 \times 100\% \\
 &= 0,286 \times 100\% \\
 KD &= 28,6\%
 \end{aligned}$$

The determination coefficient result is 28.6% means that the brand images contributes to Daihatsu Sigra’s customer variability of 28.6%, while the contribution from other factors is 71.4%.

For the next hypothesis development, it is suspected that Product Quality has an effect on Daihatsu Sigra customer satisfaction, it will be explained in the table below:

Table. 4.11. The Product Quality Partial Correlation Coefficient Results (KP) on Customer Satisfaction (KK)

		Product Quality (KP)	Customer Satisfaction (KK)
Product Quality (KP)	Pearson Correlation	1	.623**
	Sig. (2-tailed)		.000
	N	73	73
Customer Satisfaction (KK)	Pearson Correlation	.623**	1
	Sig. (2-tailed)	.000	
	N	73	73

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output, processed (2020)

From the table 4.11 above, the data processing results obtained by the correlation coefficient between Daihatsu Sigra product quality and customer satisfaction, the r value is 0.623

with significance value of sig. (0,000) < α (0,05), therefore the Ho is rejected. From the data processing results, it can be stated that there is a strong relationship between Daihatsu Siga product quality and customer satisfaction.

Furthermore, we can know that to measure the product quality influence contribution on Daihatsu Siga customer satisfaction, the determination coefficient will be used with Determination Correlation (KD) formula as follows:

$$\begin{aligned} KD &= (r)^2 \times 100\% \\ &= (0,623)^2 \times 100\% \\ &= 0,388 \times 100\% \\ KD &= 38,8\% \end{aligned}$$

The determination coefficient result is 38.8%, which means that the product quality contribution to the Daihatsu Siga customer satisfaction variability is 38.8%, while other factors contribution is 61.2%.

Furthermore, to develop a hypothesis that it is suspected price has an effect on Daihatsu Siga Customer Satisfaction, it will be explained in the table below:

Tabel. 4.12. Results of The Partial Correlation Price (HG) Coefficient on Customer Satisfaction (KK)

		Price (HG)	Customer Satisfaction (KK)
Price (HG)	Pearson Correlation	1	.661**
	Sig. (2-tailed)		.000
	N	73	73
Customer Satisfaction (KK)	Pearson Correlation	.661**	1
	Sig. (2-tailed)	.000	
	N	73	73

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output, processed (2020)

From table 4.12 the data processing results obtained the correlation coefficient between Daihatsu Siga price and customer satisfaction, the r value is 0.661 with the significance sig. (0,000) < α (0,05), therefore the Ho is rejected. From the data processing result, it can be stated that there is a strong relationship between Daihatsu Siga price and customer satisfaction.

Furthermore, to measure the price effect contribution on Daihatsu Siga customer satisfaction, the determination coefficient will be used with the Correlation Determination (KD) formula as follows:

$$\begin{aligned} KD &= (r)^2 \times 100\% \\ &= (0,661)^2 \times 100\% \\ &= 0,437 \times 100\% \\ KD &= 43,7\% \end{aligned}$$

The determination coefficient result is 43.7%, which means that the price contribution to the Daihatsu Siga customer satisfaction variability is 43.7%, while the other factor contribution is 56.3%.

2. Simultaneous Hypothesis Testing

The simultaneous hypothesis testing is used to determine each independent variable consisting of brand image, product quality, and price which simultaneous have an effect on

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Daihatsu Siga customer satisfaction using SPSS version 26.0 program. Simultaneous determination coefficient will be explained in the table below:

Table. 4.13. Model Summary dan Anova Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.538	.518	2.013

a. Predictors: (Constant), Price (HG), Brand Image (CM), Product Quality (KP)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	325.907	3	108.636	26.804	.000 ^b
	Residual	279.655	69	4.053		
	Total	605.562	72			

a. Dependent Variable: Kepuasan Konsumen (KK)

b. Predictors: (Constant), Price (HG), Brand Image (CM), Product Quality (KP)

Source: SPSS output, processed (2020)

Based on table 4.13, the data processing results obtained brand image, product quality, and price influence coefficient correlation on Daihatsu Siga customer satisfaction, the r value is 0.734 with the significance of sig. (0,000) < α (0,05), therefore Ho is rejected. From the data processing result, it can be stated that there is a strong relationship between brand image, product quality, and price simultaneous on Daihatsu Siga customer satisfaction. The determination coefficient result is 51.8%, which means that the brand image, product quality and price contribution simultaneous to Daihatsu Siga's customer satisfaction is 51.8%, while the other factors contribution is 48.2%. While for the Simultaneous Hypothesis Testing Results based on the Anova test or F test results, the Fcount value is 26.804 and the Ftable value with df1 is 3 and df2 is 27.4. Then the result can be stated that the value of Fcount (26.804) > Ftable value (27.4) or with a significance of sig. (0,000) < α (0,05), therefore the Ho is rejected. Therefore, this regression model can be used to predict brand image, product quality and price which have simultaneous effect on Daihatsu Siga customer satisfaction. It proves that the simultaneous hypothesis testing has an influence between the variables of brand image, product quality, and price on Daihatsu Siga's customer satisfaction.

4.4. Research Result Summary

From the research result comprehensively, whether done using partial hypothesis testing or simultaneous hypothesis testing, obtained a hypothesis results summary from research variables as follows:

Table. 4.14. Research Hypothesis Test Results Summary

Hypotesis	Statements	Conclusion
H1	Brand Image affects the Daihatsu Siga Customer Satisfaction	Accepted
H2	Product Quality affects Daihatsu Siga customer satisfaction	Accepted
H3	Price affects the Daihatsu Siga Customer Satisfaction	Accepted
H4	Brand Image, Product Quality, and Price together have an effect on Daihatsu Siga Customer Satisfaction	Accepted

From the table 4.14 above, which is the research hypothesis test results summary, where the test results are based on the partial correlation coefficient analysis, namely the first hypothesis that brand image has an effect on Daihatsu Siga customer satisfaction.

V. CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on research results that has been carried out by data processing and the literature study results described in the previous chapter it can be stated in the following conclusion:

1. Daihatsu Siga brand image affects customer satisfaction. This influence can be stated statistically significant.
2. Daihatsu Siga product quality affects customer satisfaction. This influence can be stated as statistically significant.
3. Daihatsu Siga price affects customer satisfaction. This influence can be stated statistically significant
4. Daihatsu Siga brand image, product quality, and price together have an effect on customer satisfaction. This influence can be stated as statistically significant.

5.2. Suggestions

Based on the perception index calculation results, that for all indicators related to all statements from Daihatsu Siga obtain moderate index. It indicates that PT Astra Daihatsu Motor (ADM) should further improve its brand image, product quality, and price towards customer satisfaction, particularly Daihatsu Siga customers. Therefore, the authors suggest that ADM perform better strategies or actions which can increase customer satisfaction with several variables, including:

1. Improving the Daihatsu Siga brand image by explain Daihatsu Siga brand image promotion in detail and good way for seven passengers capacity information, therefore not to misperceive customers.
2. Improve and inform the Daihatsu Siga product quality, where there is still a possibility that the car is often used in cities with normal road conditions, therefore it is necessary to hold a test drive for Daihatsu Siga customer with various road conditions such as on bad roads/potholes, mountain roads, etc. Therefore, Daihatsu Siga can be used in any roads condition.
3. Benchmarking the Daihatsu Siga price competition, particularly cars in the Low Cost Green Car (LCGC) segment, to increase Daihatsu Siga good benefits, especially in daily use, which need to gain effective and comparable improve and changes toward the currently increasingly competitive price and can be more affordable for Indonesia car customers.

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