

Research Article

The Influence of Brand Image and Service Quality on Customer Loyalty for Honda Motorcycles at Astra Motor Ahmad Yani Pontianak through Customer Satisfaction as an Intervening Variable

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ABSTRACT

This study aims to analyze the influence of brand image and service quality on customer loyalty for Honda motorcycles at Astra Motor Ahmad Yani Pontianak, with customer satisfaction as an intervening variable. This research uses an associative quantitative approach with the Structural Equation Modeling–Partial Least Squares (SEM–PLS) analysis technique using SmartPLS software. Data were collected from 100 respondents selected using purposive sampling. The results show that brand image and service quality have a positive and significant direct effect on customer satisfaction. The customer satisfaction variable also has a positive and significant effect on customer loyalty. Brand image is proven to have a direct effect on loyalty, while service quality does not have a direct effect on loyalty. The brand image and service quality variables have a positive and significant effect on customer loyalty through satisfaction as an intervening variable. The R^2 value shows that brand image and service quality can explain 51.4% of the variation in satisfaction, while brand image, service quality, and satisfaction together explain 72.3% of the variation in loyalty. The conclusion of this study emphasizes that a good brand image and consistent service play an important role in increasing satisfaction, which in turn strengthens customer loyalty. The practical implication is that Astra Motor Ahmad Yani needs to maintain a trustworthy brand reputation and continue to improve service quality evenly. Future research is suggested to examine other intervening variables such as trust or perceived value, as well as to expand the research object to different regions so that the results can be more generalizable.

Keywords: Brand Image; Service Quality; Customer Satisfaction; Customer Loyalty

1. INTRODUCTION

One of the most popular motorcycle brands among Indonesian consumers is Honda. For a long time, Honda has been known as a motorcycle manufacturer that prioritizes quality, fuel efficiency, and riding comfort. Honda also has an extensive distribution network and after-sales service, which provides a sense of security and trust for consumers. Honda's success in maintaining its position as a market leader can be seen from its consistent sales volume across various regions, including Pontianak City, which indicates a strong brand image and a high level of customer loyalty. Astra Motor Ahmad Yani plays an important role in meeting the needs of the Pontianak community for two-wheeled vehicles. Supported by a broad distribution network, adequate official workshops, and the availability of complete spare parts, Astra Motor Ahmad Yani continues to strive to provide the best service for its customers. Amidst the increasingly fierce competition in the automotive industry and rising consumer expectations, Astra Motor Ahmad Yani is required not only to offer quality products but also to build a positive brand image and excellent service. The company must be able to maintain a strong brand, provide satisfying service, and sustain customer loyalty to remain competitive in the market. The number of Honda motorcycle sales at Astra Motor Ahmad Yani for the years 2022–2024 can be seen in [Table 1](#).

Table 1. Number of Motorcycle Sales for 2022–2024

No	Year	Sales (IDR)	Percentage (%)
1	2022	2.826.402.000.000	-
2	2023	3.632.566.000.000	28,52
3	2024	4.562.697.000.000	25,61

Source Dealer Astra Motor Ahmad Yani, 2025

Based on [Table 1](#), it is known that Honda motorcycle sales from 2022 to 2023 increased by 28.52%, and in 2024 there was a further increase of 25.61%.

This increase in sales shows that the brand already has a strong image in the community. From the corporate image perspective, Honda is recognized as a company with a good reputation due to its innovation, product quality, and environmental concern. This makes consumers view Honda as a trusted brand that provides fuel-efficient and environmentally friendly vehicles. According to Sangaji & Sopiah in Saputra & Haholongan (2020), brand image is an association that arises in consumers' minds when recalling a brand, in the form of perceptions, experiences, or certain impressions. In addition, Honda's user image also supports this positive brand perception. The public generally associates Honda motorcycle users as practical and efficient individuals. It is no surprise that students, workers, and small business owners often choose Honda motorcycles because they are considered reliable and affordable to maintain. This aligns with Setiadi in Bagaskara & Ngatno (2021), who explains that brand image is formed through consumers' perceptions, information, and experiences, so those with a positive image tend to keep buying the product. From the product image side, Honda motorcycles are seen as superior in quality, with trendy designs and features that meet daily needs. Models like the Beat, Vario, and Scoopy are popular for their attractive looks, ease of use, easy-to-find spare parts, and relatively low maintenance costs. This understanding is in line with Kotler & Keller in Musayadah & Utami (2023), who describe that brand image is shaped by how consumers select, arrange, and interpret information, so real experiences with a product become part of their memory and influence how they perceive the brand overall.

Apart from brand image, the quality of service at Astra Motor Ahmad Yani also influences how customers feel satisfied and eventually loyal. This dealer is known for providing prompt, friendly, and responsive service, which makes customers feel comfortable and valued. According to Astianita & Lusia (2022), service is basically an action or activity offered by one party to another that is intangible and does not result in ownership. In other words, what stays in consumers' minds is how they experience that service. Quality service can encourage customers to build a good relationship with the company (Aulia et al., 2023). This relationship makes the company continuously understand customer expectations and needs to stay relevant. Service quality can be seen from how well the service received matches what is expected (Ardi & Sutrisna, 2024). If the service meets or even exceeds expectations, customers will feel satisfied. This satisfaction becomes the foundation for loyalty. Consistent and appropriate service fosters trust, making customers reluctant to switch to another brand. On the other hand, inconsistent service, even if the product is good, can reduce satisfaction. Therefore, Astra Motor Ahmad Yani needs to maintain consistent service quality to build not only short-term satisfaction but also long-term customer loyalty.

Customer satisfaction essentially arises when they feel what they receive matches or even exceeds expectations. Wajdi (2022) states that satisfaction can be a feeling of happiness or disappointment, depending on how customers compare product performance with their expectations. Arifin et al. (2023) also emphasize that satisfaction is an evaluation after purchase, if the product or service at least meets what was expected, customers tend to feel satisfied. The feeling of satisfaction or dissatisfaction can arise before or after purchase, depending on whether the reality matches what the customer envisioned (Kristianto et al., 2022).

The satisfaction customers feel can lead to loyalty toward a brand or product. Mendrofa (2021) explains that loyalty is seen in customers' decisions to make repeat purchases due to their commitment to the brand or company. Consumers at Astra Motor Ahmad Yani who feel satisfied are more likely to return to buy Honda motorcycles at the same dealer. In addition, price factors also play a role because customers will stick with dealers they feel offer the best value among many options. Surahman et al. (2022) state that loyalty is a form of long-term commitment by consumers to a brand, store, or service provider. So, even though there are many other Honda dealers, customers who feel comfortable with Astra Motor Ahmad Yani's service usually remain loyal. This is supported by Diansyah & Chrismardani (2024), who emphasize that loyalty stems from a positive attitude that drives repeat purchases consistently. This attitude arises when customers feel their needs are truly met, both in terms of products and services. Therefore, Astra Motor Ahmad Yani must continue to maintain customer satisfaction through stable service and competitive pricing to sustain loyalty amid increasingly tight competition among dealers.

Astra Motor Ahmad Yani, as one of Honda's official dealers in Pontianak City, often receives positive reviews from its customers through Google Reviews. Many customers appreciate Honda's reliable and high-quality products. In addition, the dealer's fast, friendly, and professional service also makes customers feel satisfied. These positive experiences encourage some customers to make repeat purchases because they feel comfortable with their previous service, reflecting a high level of satisfaction and loyalty toward Astra Motor Ahmad Yani.

Nevertheless, some customers still experience dissatisfaction, such as delays in information, inefficient administrative processes, or mismatched service schedules. Such inconsistency can become an obstacle in maintaining customer loyalty, even though Honda as a brand already has a good image. These different customer experiences show the importance of maintaining consistent service quality and continuously strengthening the brand image to sustainably improve customer satisfaction and loyalty. Based on the background described above, this research selects Astra Motor Ahmad Yani as the research object, with its customers as the research subjects. This study aims to determine how brand image and service quality influence customer satisfaction and their impact on customer loyalty.

2. RESEARCH METHOD

Research Type

This research is an associative study. According to Siregar (2019:15), associative research aims to determine the relationship between two or more variables. This study aims to determine the relationship between brand image, service quality, customer satisfaction, and customer loyalty.

Data Collection Technique

The data collection technique in this study consists of primary and secondary data. According to Siregar (2019:16), primary data is data collected directly by the researcher from the first source. Primary data were obtained through interviews and questionnaires. According to Sugiyono (2017:142), a questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer. The questionnaires were distributed to consumers who had purchased motorcycles at Astra Motor Ahmad Yani Pontianak. Secondary data is data that is published or used by organizations other than the processor (Siregar, 2019:16).

Population and Sample

The population in this study includes all consumers who have purchased motorcycles at Astra Motor Ahmad Yani Pontianak in the last three years (2022–2024). Based on sales data, the number of motorcycles sold in 2022 was 2,974 units, in 2023 was 2,230 units, and in 2024 was 3,483 units, bringing the total population to 8,687 people. The sampling technique used is purposive sampling. According to Sugiyono (2017:85), purposive sampling is a technique for determining samples with certain considerations. The sample size was determined using the Slovin formula, resulting in 100 respondents. The sampling criteria in this study are consumers of Astra Motor Ahmad Yani Pontianak.

Research Variables & Measurement Scale

According to Sugiyono (2017:38), a research variable is anything determined by the researcher to be studied so that information about it can be obtained and conclusions drawn. This study uses three types of variables, namely independent variables, intervening variables, and dependent variables. The independent variables in this study are Brand Image (X1) and Service Quality (X2). The intervening variable in this study is Customer Satisfaction (Y1). The dependent variable in this study is Customer Loyalty (Y2). The measurement uses a Likert scale, which is used to measure a person's attitude, opinion, and perception (Sugiyono, 2017:92–93). There are five answer choices ranging from strongly disagree (1) to strongly agree (5).

Data Analysis Technique

Hypothesis testing in this study was conducted using the Structural Equation Modeling (SEM) approach. The SEM method was chosen because it can analyze and estimate complex relationships between several independent and dependent variables simultaneously (Hair et al., 2021). This study uses SEM with the Partial Least Square (PLS-SEM) method and is processed using SmartPLS software because this method is considered suitable for data with non-normal distribution, relatively small sample sizes, and is appropriate for exploratory or theory development models. The data analysis process is divided into two stages: the measurement model and the structural model. In the measurement model stage, validity and reliability tests are carried out by checking the outer loading values, Average Variance Extracted (AVE), and Composite Reliability (CR). Meanwhile, in the structural model stage, the relationships between latent variables are tested by looking at the path coefficients, R-square (R^2) values, and the significance test conducted using the bootstrapping technique. This approach allows researchers to identify direct and indirect effects between brand image and service quality on customer loyalty, with customer satisfaction as an intervening variable.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Convergent Validity

Convergent validity test is conducted by reviewing the loading factor value of each indicator in a construct. This value shows the extent to which the indicator has a strong relationship with the latent variable being measured. The higher the loading factor value, the greater the contribution of the indicator in representing the construct. In general, an indicator is considered to meet convergent validity if it has a loading factor value above 0.7. The results of the convergent validity test for all variables in this study are presented in [Table 2](#).

Table 2. Convergent Validity Test Results

Variable	Indicators	Loading Factor	Description
Brand Image (X1)	X1.1	0.744	Valid
	X1.2	0.798	
	X1.3	0.747	
	X1.4	0.771	
	X1.5	0.779	
	X1.6	0.817	
	X1.7	0.812	
	X1.8	0.883	
	X1.9	0.830	
	X1.10	0.810	
	X1.11	0.798	
Service Quality (X2)	X2.1	0.774	Valid
	X2.2	0.823	
	X2.3	0.853	
	X2.4	0.754	
	X2.5	0.761	
	X2.6	0.874	
	X2.7	0.893	
	X2.8	0.880	
	X2.9	0.864	
	X2.10	0.786	
	X2.11	0.887	
	X2.12	0.867	
	X2.13	0.776	
	X2.14	0.871	
	X2.15	0.847	
Customer Satisfaction (Y1)	Y1.1	0.761	Valid
	Y1.2	0.787	
	Y1.3	0.857	
	Y1.4	0.875	
	Y1.5	0.898	
	Y1.6	0.852	
	Y1.7	0.859	
Customer Loyalty (Y2)	Y2.1	0.863	Valid
	Y2.2	0.861	
	Y2.3	0.920	
	Y2.4	0.841	
	Y2.5	0.869	
	Y2.6	0.777	
	Y2.7	0.725	
	Y2.8	0.856	
	Y2.9	0.904	
	Y2.10	0.873	
	Y2.11	0.735	
	Y2.12	0.850	

Source: Processed Data, 2025

Based on [Table 2](#), it can be seen that the results of the convergent validity test indicate that all indicators in each variable, namely Brand Image, Service Quality, Customer Satisfaction, and Customer Loyalty, have a factor loading value above 0.7. This value indicates that each indicator is able to represent its construct or latent variable well. Therefore, all indicators are considered valid as measures of each variable.

3.1.2 Discriminant Validity

Discriminant validity is test using the Fornell-Larcker criteria to ensure that each construct in the model can be clearly distinguished from other constructs. A construct is said to have good discriminant validity if its Fornell-Larcker value is higher than its correlation with other constructs. This indicates that the indicators are more accurate in representing their original constructs. The results of the discriminant validity test are shown in [Table 3](#).

Tabel 3. Discriminant Validity Test Results

Variable	Brand Image	Service Quality	Customer Satisfaction	Customer Loyalty
Brand Image	0.800			
Customer Satisfaction	0.604	0.843		
Service Quality	0.786	0.721	0.835	
Customer Loyalty	0.757	0.773	0.723	0.842

Source: Processed Data, 2025

Based on **Table 3**, it can be seen that each construct has a higher Fornell-Larcker value than its correlation with other constructs. This indicates that each indicator is more accurate in representing its own construct than other constructs. In other words, each construct is able to show clear differences from one another, so it can be concluded that the discriminant validity in this model is well established, as all Fornell-Larcker values are above 0.7.

3.1.3 Average Variance Extracted (AVE)

The next method to see the validity of a construct can be conducted by looking at the Average Variance Extracted (AVE). A construct is considered valid if it has an AVE value > 0.5. The AVE values in this study can be seen in **Table 4**.

Table 4. Average Variance Extracted (AVE)

Construct	AVE
Brand Image (X1)	0.640
Service Quality (X2)	0.698
Customer Satisfaction (Y1)	0.710
Customer Loyalty (Y2)	0.708

Source: Processed Data, 2025

Based on **Table 4**, it is known that all variables in this study have AVE values exceeding 0.5. These values indicate that each construct has met the discriminant validity criteria. Thus, it can be concluded that the indicators used in this study are valid in measuring the constructs or variables in question.

3.1.4 Reliability Test

The composite reliability test in the measurement model aims to assess the internal consistency of a construct in measuring the variables it represents. The Composite Reliability value is categorized as good if it reaches a minimum of 0.7, which indicates that the construct has a high level of reliability. In addition, to strengthen the reliability test results, Cronbach's Alpha value is also used with a minimum expected limit of 0.6. The results of reliability in this study can be seen in **Table 5**.

Tabel 5. Composite Reliability & Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Brand Image (X1)	0.944	0.951
Service Quality (X2)	0.969	0.972
Customer Satisfaction (Y1)	0.931	0.945
Customer Loyalty (Y2)	0.962	0.967

Source: Processed Data, 2025

Based on **Table 5**, it can be seen that all constructs in the study model have met the specified reliability standards. This can be seen from the Composite Reliability value of more than 0.7 and the Cronbach's Alpha value of more than 0.6. Therefore, it can be concluded that all measurement items in each variable have a good level of reliability and can be used in this study.

3.1.5 Coefficient of Determination (R-Square)

In SEM-PLS analysis, the R-square (R^2) value is used to evaluate how much the independent variables contribute to explaining the dependent variables. The higher the R^2 value, the better the model's ability to predict endogenous constructs. The R^2 value ranges from 0 to 1, with the following interpretations: strong if ≥ 0.67 , moderate if ≥ 0.33 , and weak if ≥ 0.19 (Chin, 1998 in Ghazali & Latan, 2015). The R-square value of the model is shown in **Table 6**.

Table 6. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Y1)	0.524	0.514
Customer Loyalty (Y2)	0.731	0.723

Source: Processed Data, 2025

Based on **Table 6**, the results can be explained as follows:

- a. The Adjusted R-Square value for the Customer Satisfaction variable (Y1) of 0.514 indicates that the Customer Satisfaction variable is simultaneously influenced by the Brand Image (X1) and Service Quality (X2) variables by 51.4%, while the remaining 48.6% is influenced by factors outside the scope of this research model. Additionally, the R-Square value of 0.524 indicates that the influence of the exogenous constructs Brand Image and Service Quality on Customer Satisfaction falls into the Moderate category.
- b. The Adjusted R-Square value for the Customer Loyalty (Y2) variable is 0.723, indicating that the Customer Loyalty variable is simultaneously influenced by the Brand Image (X1) variable, Service Quality (X2), and Customer Satisfaction (Y1) by 72.3%, while the remaining 27.7% is influenced by other factors outside the study model. In addition, the R-Square value of 0.731 indicates that the influence of the exogenous constructs of Brand Image, Service Quality, and Customer Satisfaction on Customer Loyalty is in the Strong category.

3.2 Hypothesis Testing

3.2.1 Direct Effect Test

Direct Effect is a test that aims to determine the direct effect of exogenous latent constructs or variables on endogenous latent variables. This Direct Effect test can be seen from the path coefficient results obtained through the Bootstrapping process. The Direct Effect test in this study can be seen in **Table 7**.

Table 7. Direct Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Brand Image → Customer Satisfaction	0.333	3.261	0.001	Significant
H2	Service Quality → Customer Satisfaction	0.516	4.615	0.000	Significant
H3	Customer Satisfaction → Customer Loyalty	0.721	6.197	0.000	Significant
H4	Brand Image → Customer Loyalty	0.201	2.239	0.026	Significant
H5	Service Quality → Customer Loyalty	0.029	0.262	0.793	No Significant

Source: Processed Data, 2025

Based on **Table 7**, the Direct Effect results can be described as follows:

1. The Brand Image variable (X1) is directly related to Customer Satisfaction (Y1). This is evidenced by a T-statistic value of 3.261, which exceeds the critical value of 1.96, and a P-value of 0.001, which is below the significance threshold of 0.05. Therefore, it can be concluded that the direct effect of Brand Image on Customer Satisfaction is positive and significant. Consumers who trust the brand tend to feel more comfortable and satisfied. This result is in line with the research by Beliya et al., (2025), which also found that brand image has a positive and significant effect on satisfaction. This means that the reputation of the brand indeed becomes an important reference for consumers before deciding to buy.
2. The Service Quality variable (X2) is directly related to Customer Satisfaction (Y1). This is proven by a T-Statistic value of 4.615, which exceeds the critical value of 1.96, and a P-Value of 0.000, which is below the significance limit of 0.05. Thus, it can be concluded that the direct effect of Service Quality on Customer Satisfaction is positive and significant. This is consistent with Putri et al., (2021), which explains that service quality has a positive and significant effect on satisfaction. In other words, even if the product is good, without adequate service, satisfaction is difficult to achieve.
3. The Customer Satisfaction variable (Y1) is directly related to Customer Loyalty (Y2). This is evidenced by a T-statistic value of 6.197, which exceeds the critical value of 1.96, and a P-value of 0.000, which is below the significance threshold of 0.05. Therefore, it can be concluded that the direct effect of Customer Satisfaction on Customer Loyalty is positive and significant. Consumers who feel satisfied because the products and services they receive meet or even exceed their expectations tend to make repeat purchases at the same place. This finding is in line with the study by Syahrani & Kurniasari (2021), which shows that satisfaction has a positive and significant effect on loyalty.

4. The Brand Image variable (X1) is directly related to Consumer Loyalty (Y2). This is evidenced by a T-Statistic value of 2.239, which exceeds the critical value of 1.96, and a P-Value of 0.026, which is below the significance threshold of 0.05. Therefore, it can be concluded that the direct effect of Brand Image on Customer Loyalty is positive and significant. This shows that Honda's good reputation in the eyes of customers makes them willing to make repeat purchases. This result is in line with the research conducted by Fauzi et al., (2023), which states that brand image has a positive and significant effect on customer loyalty. Consumers who already trust the brand will find it more difficult to switch to other brands.
5. The Service Quality variable (X2) does not have a significant direct effect on Customer Loyalty (Y2). This is evidenced by a T-statistic value of 0.262, which is below the critical value of 1.96, and a P-value of 0.793, which is above the significance threshold of 0.05. Therefore, it can be concluded that Service Quality does not have a positive and significant effect on Customer Loyalty.

3.2.2 Indirect Effect Test

Indirect Effect is a test that aims to determine the indirect effect of exogenous latent constructs or variables on endogenous latent variables through the role of mediating variables. The results of the indirect effect test can be seen from the specific indirect effect output obtained through the Bootstrapping process. The Indirect Effect test in this study can be seen in [Table 8](#).

Table 8. Indirect Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Brand Image →	0.240	2.509	0.012	Significant
	Customer Satisfaction →				
	Customer Loyalty				
H7	Service Quality →	0.372	4.381	0.000	Significant
	Customer Satisfaction →				
	Customer Loyalty				

Source: Processed Data, 2025

Based on [Table 8](#), the results of the Indirect Effect can be described as follows:

1. The Brand Image variable (X1) is indirectly related to Customer Loyalty (Y2) through the mediating variable of Customer Satisfaction (Y1). This is evidenced by a T-statistic value of 2.509, which exceeds the critical value of 1.96, and a P-value of 0.012, which is below the significance threshold of 0.05. Thus, it can be concluded that Brand Image has a significant influence on Customer Loyalty through the mediating role of Customer Satisfaction. A good brand image encourages consumers to feel satisfied first, and this sense of satisfaction is what makes them willing to buy again. This is consistent with the study by Wibowo et al., (2024), which shows that brand image has a positive and significant effect on loyalty through satisfaction as an intervening variable. Satisfied consumers tend to stay and even recommend it to others.
2. The Service Quality variable (X2) has a positive and significant indirect effect on Customer Loyalty (Y2) through the mediating variable of Customer Satisfaction (Y1). This is evidenced by a T-statistic value of 4.381, which exceeds the critical value of 1.96, and a P-value of 0.000, which is below the significance threshold of 0.05. Therefore, it can be concluded that Service Quality significantly influences Customer Loyalty through the mediating role of Consumer Satisfaction. This means that good service makes consumers feel comfortable and satisfied first. Once they are satisfied, a sense of trust emerges that drives loyalty. This finding is supported by the research of Nurofik & Wiana, (2022), which shows that service quality has a positive and significant effect on loyalty through satisfaction as an intervening variable. The point is, service without satisfaction is not strong enough to make consumers stay.

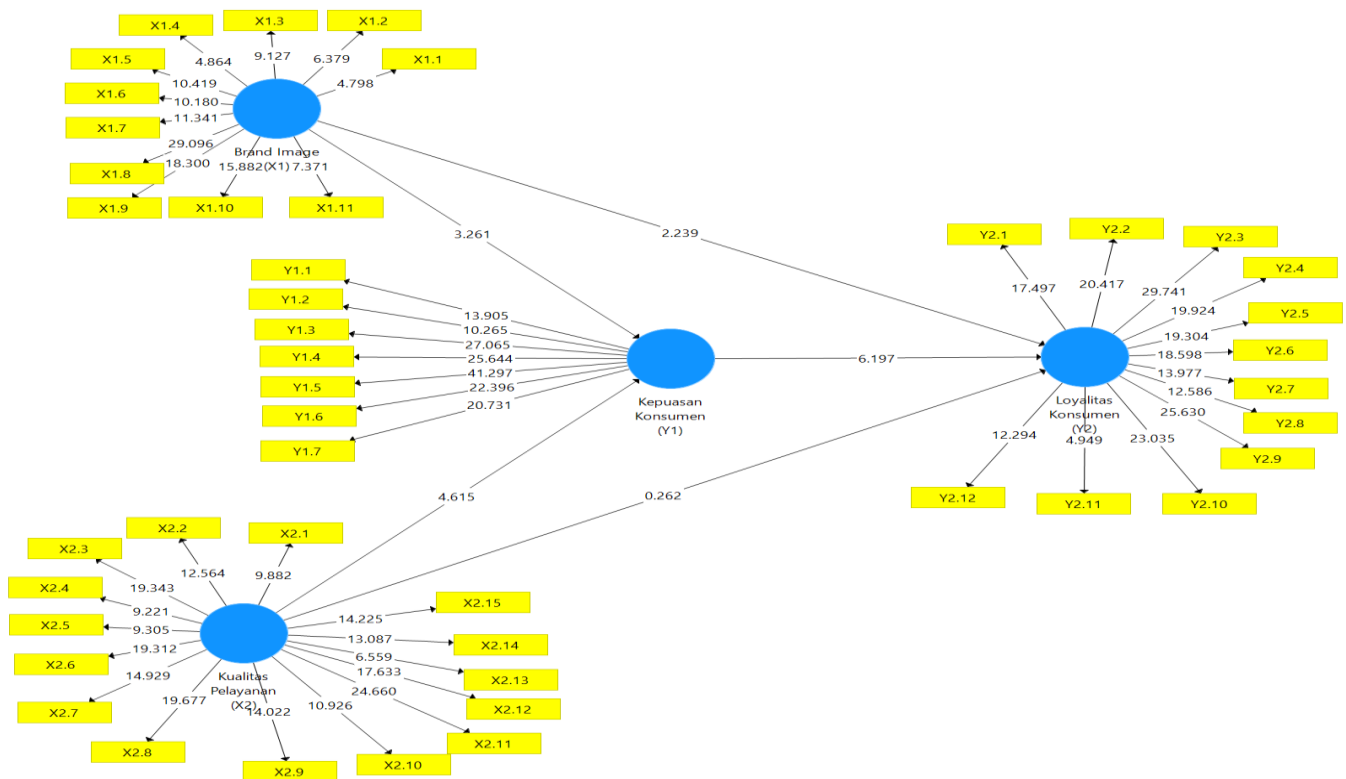


Figure 1. Inner Model Test Results

Source: SmartPLS output, 2025

4. CONCLUSION

This study proves that a good brand image and adequate service quality are able to have a direct, positive, and significant effect on customer satisfaction. This satisfaction then has an impact on the emergence of stronger customer loyalty. Other findings show that brand image not only affects satisfaction but is also proven to directly influence customer loyalty. On the other hand, although service quality does not have a direct impact on loyalty, this variable still plays a role through satisfaction as an intervening variable. The R^2 value in this study shows that brand image and service quality together are able to explain around 51.4% of the variation in satisfaction, while the influence of brand image, service quality, and satisfaction simultaneously explains 72.3% of the variation in customer loyalty. Practically, these results illustrate that maintaining a trustworthy brand image and keeping service quality consistent are important strategies for Astra Motor Ahmad Yani Pontianak in increasing satisfaction as well as maintaining customer loyalty. As a recommendation, future research is expected to explore other intervening variables, such as customer trust, perceived value, or other relevant factors that may influence this relationship. Research can also be expanded to other regions or different dealers to see whether the same pattern of influence applies in a broader context so that the results can be better generalized.

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