THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (STUDY ON VARIO MOTORCYCLE USERS IN SIDOARJO)

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Abstract

This research was conducted to determine the effect of product quality and service quality on customer loyalty through customer satisfaction for Honda Vario motorbike users in Sidoarjo. The sampling technique used in this research was purposive sampling with a total of 100 respondents. The method used in this research is Partial Least Square (PLS) analysis using SmartPLS 4.0 software. It is known that the results of this research show that 1) product quality has a positive and significant influence on customer satisfaction. 2) Service quality has a positive and significant influence on customer loyalty. 3) product quality does not have a positive and insignificant influence on customer loyalty. 4) Service quality has a positive and significant influence on customer satisfaction. 5) Customer satisfaction has a positive and significant influence on customer loyalty. 6) Product quality has a positive and significant influence through customer satisfaction on customer loyalty. 7) Service quality has a positive and significant influence through customer satisfaction on customer loyalty.

Keywords: Product Quality, Service Quality, Customer Loyalty, Customer Satisfaction, Honda Vario

INTRODUCTION

In a business, competition is important for success or failure because it can determine what actions need to be taken to outperform competitors. Every company competes to win business competition over products which will later have an impact on business competition between similar and different businesses. This can be perceived by entrepreneurs as a big challenge and a big responsibility to their business.

One of them is Indonesia itself is home to hundreds of millions of people with various interests, in the economic, socio-cultural, and political fields that influence the movement of globalization which must meet the needs of each individual. From an economic point of view, Indonesians are more likely to buy motorcycles than other means of transportation such as cars. Therefore, Indonesia is one of the countries with the most motorcycle users in the world with the 3rd highest number of motorcycle users in the world.

Figure 1
Motorcycle Sales Data in Indonesia Year 2023
Source: www.aisi.or.id/statistic/ (2024)

Data released by AISI stands for the Indonesian Motorcycle Industry Association, new motorcycle sales data throughout 2023 from January to December was recorded at 6,236,992 units. This sale has not been able to surpass the highest record in 2011 which had exceeded 8 million units. In contrast to the local market which experienced an increase in sales, in the export market sales decreased.

Focusing on the Honda Vario brand is a motorcycle brand that is very popular with the people of Indonesia. As one of the pioneer companies in the motorcycle industry in Indonesia, the production of Honda brand motorcycles is carried out by PT. Astra Honda Motor (AHM).

Table 1
Top Brand Award for Matic Motorcycles 2021-2023

Brand	TBI 2021	TBI 2022	TBI 2023	Stubbornness
Honda Beat	35.60%	34.20%	35.60%	TOP
Honda Vario	21.90%	20.80%	20.60%	TOP
Yamaha Mio	12.90%	12.30%	13.20%	TOP
Honda Scoopy	12.10%	9.90%	9.70%	
Honda PCX	5.20%	8.30%	7.70%	

Source: Top Brand Award.com (2023)

Based on data from the Top Brand Award above, it can be seen that the Honda Vario is among the top 3 and is the TOP Market with a percentage of 20.60%. It is not the market leader occupied by Honda Beat with a percentage of 35.60%, followed by Yamaha Mio with a total of 13.20%. Hopefully, Honda Vario products can compete with other competitors who have similar products by always improving product quality and service quality, so that its position can rise to the top and its position is not displaced by other brands. There are several factors that cause customers when they want to choose this product, the Company should be monitored efforts to achieve and influence consumer loyalty so that consumer satisfaction is in accordance with its expectations.

REVIEW OF LITERATURE

Product Quality (X1)

According to Kotler and Armstrong (2018: 272) product quality is one of the main positioning tools of marketers Quality has a direct impact on the performance of products or services. Product quality indicators according to (Asman Nasir, 2021) are as follows: a) Performance; b) Range and Type of Features (Additional Privileges); c) Reliability or Durability; d) Sensory Characteristics; e) Ethical Profile and Image

Quality of Service (X1)

According to Arianto (2018: 83) quality, Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on punctuality to meet customer expectations. Quality of Service applies to all types of services provided by the Company while the client is in the Company. Service Quality Indicators According to Subagyo (2014:640) in (Santoso 2019): a) Tangibles (Intangible); b) Reliability; c) Responsiveness; d) Assurance; e) Empathy

Customer Loyalty (Y)

According to Kotler, 2009: 51 (Mandasari &; Sumartini, 2020) the importance of customer loyalty is to be recognized by business people to be able to determine the right strategy to expand and maintain the market. Consumer Loyalty Indicators According to Kotler and Keller (2006) (Sutra, 2021) are: a) Repeat purchase; b) Retention (not affected by competitor attraction); c) Referrals (promote to others).

Customer Satisfaction (Z)

According to Band in Nasution explained that customer satisfaction can be achieved if the quality of the product or service has met consumer expectations. If customer expectations are not achieved, customers are not satisfied with the quality of the products or services provided. Customer Satisfaction Indicators According to Indrasari (2019: 92) are: a) Conformity of expectations; b) Interest in Revisiting; c) Willingness to recommend.

Conceptual Framework

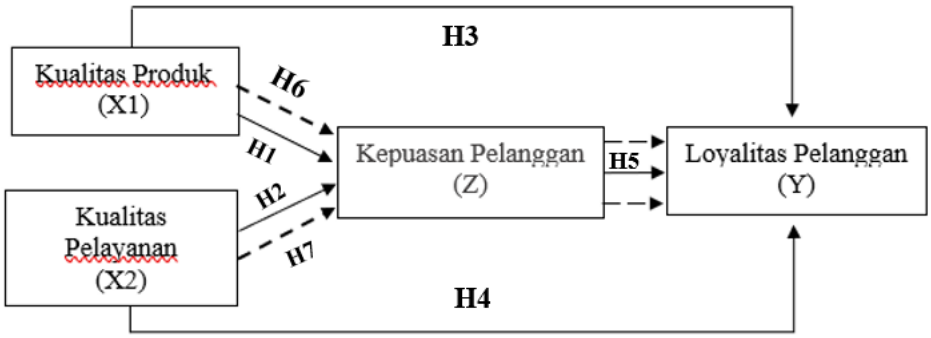


Figure 2
Conceptual Framework

RESEARCH METHOD

In this study, the type of research used was associative using a quantitative approach. the population used is all people domiciled in Sidoarjo who use Honda Vario motorcycles. The sampling technique used in this study uses non-probability sampling with a sampling method using purposive sampling. Data analysis in this study using SEMPLS by testing the outer and inner models carried out using the SmartPLS software calculation tool version 4.0. The criteria for respondents who were sampled in this study are, 1. Honda Vario Motorcycle User; 2. 17 years old; 3. Have a driver's license; 4. Domiciled in Sidoario.

RESULTS AND DISCUSSION

Measurement Model Analysis (Outer Model)

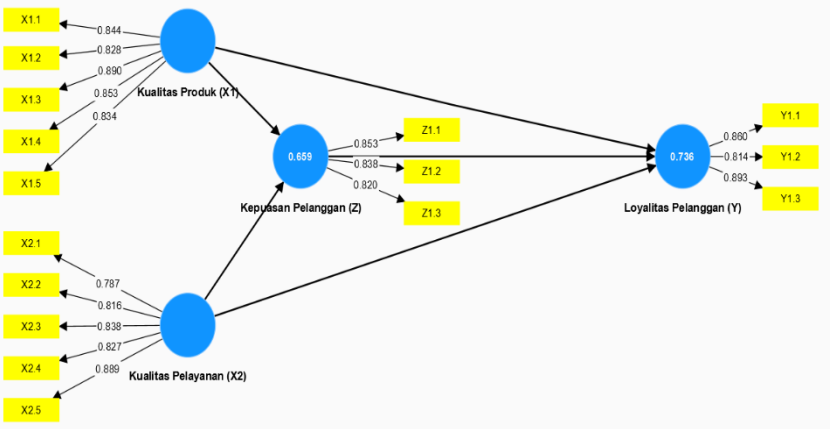


Figure 3
Outer Model

Convergent Validity

The existence of Convergent Validity testing is intended to refer to the correlation between different variable responses in assessing the same construct. It can be seen through smartPLS 4.0 the loading factor value is >0.7, but other opinions say it can be valid/acceptable if loading between 0.5-0.6 with the number of latent variables as much as 3-7. And must meet the requirements or models that are still new to construct validity and reliability.

Table 2
Outer Loading Results

Variable	Indicators	Outer Loading
Product Quality (X1)	Performance	0.844
	Range and Type of Features (Additional Privileges)	0.828
	Reliability or Durability	0.890
	Sensory Characteristics	0.853
	Ethical Profile and Image	0.834
Quality of Service (X2)	Tangibles (Intangible)	0.787
	Reliability	0.816
	Responsive	0.838
	Assurance	0.827
	Empathy (Empathy)	0.889
Customer Loyalty (Y)	Repeat Purchase	0.860
	Retention (not affected by competitor attraction)	0.814
	Referrals (promote to others)	0.893
Customer Satisfaction (Z)	Match Expectations	0.853
	Interest in Revisiting	0.838
	Willingness to Recommend	0.820

Source: SmartPLS 4.0 (Processed 2024)

In Table 2, it can be seen that each indicator of each variable has an outer loading of > 0.7. That way it can be concluded that all these indicators are valid or feasible for use in research and then can continue the analysis.

To find out the value of the convergent validity test is not only to look at the outer loading value but can be seen from the Average Variant Extracted (AVE) value. The average result of the expected variance in the study was greater than 0.5 for a good model.

Here are the results of Average Variant Extracted (AVE), namely:

Table 3
Average Variant Extracted (AVE)

Variable	Average Variance Extracted (AVE)

Product Quality (X1)	0.723
Quality of Service (X2)	0.693
Customer Loyalty (Y)	0.733
Customer Satisfaction (Z)	0.700

Source: SmartPLS 4.0 (Processed, 2024)

Based on Table 3 above, it can be seen that the Average Variant Extracted (AVE) value in each of these variables has a value of > 0.5. So, it can be stated that X1, X2, Y, and Z are valid, this is because they have a good convergent validity value in the preparation of each variable.

Discriminant Validity

The existence of Discriminant Validity testing is intended to measure reflexive indicators based on cross-loading values with latent variables. An indicator is valid if the measurement value is greater than the value of other constructs.

Here are the results of cross-loading, namely:

Table 4
Cross-Loading Results

Indicators	Variable			
	Product Quality (X1)	**Quality of Service (X2)**	**Customer Satisfaction (Y)**	**Customer Loyalty (Z)**
(X1.1)	0.844	0.680	0.611	0.653
(X1.2)	0.828	0.651	0.616	0.592
(X1.3)	0.890	0.726	0.675	0.706
(X1.4)	0.853	0.671	0.704	0.683
(X1.5)	0.834	0.754	0.596	0.646
(X2.1)	0.665	0.787	0.646	0.562
(X2.2)	0.647	0.816	0.674	0.661
(X2.3)	0.635	0.838	0.601	0.567
(X2.4)	0.689	0.827	0.655	0.679
(X2.5)	0.760	0.889	0.720	0.737
(Y1)	0.647	0.701	0.860	0.655
(Y2)	0.584	0.627	0.814	0.707
(Y3)	0.704	0.711	0.893	0.733
(Z1)	0.692	0.699	0.702	0.853

(Z2)	0.596	0.643	0.686	0.838
(Z3)	0.651	0.602	0.660	0.820

Source: SmartPLS 4.0 (Processed, 2024)

Based on Table 4 above, it can be seen that each indicator of each variable has the largest cross-loading value on the variable that has been formed when compared to other variables. Thus, it can be stated that X1, X2, Y, and Z are valid, this is because they have a good discriminant validity value in the preparation of each variable.

Composite Reliability

The existence of Composite Reliability testing is intended to determine and measure the feasibility of the reliability value of each variable in each indicator. To be able to meet the composite reliability standard on each variable value must be >.7. Here are the results of Composite Reliability, namely:

Table 5
Composite Reliability

Variable	Composite Reliability
Product Quality (X1)	0.875
Quality of Service (X2)	0.918
Customer Satisfaction (Y)	0.923
Customer Loyalty (Z)	0.892

Source: SmartPLS 4.0 (Processed, 2024)

Based on Table 4.13 above, it can be seen that the Composite Reliability of each variable has a value of > 0.7, so it is concluded that each variable has met the conditions and is considered realistic.

Cronbach Alpha

The existence of Cronbach Alpha testing is intended to strengthen the reliability test of the Cronbach Alpha value in testing the level of reliability in Composite Reliability. It can be said to be realistic if the variable has reached the Cronbach Alpha value > 0.7.

Table 6
Cronbach Alpha

Variable	Cronbach Alpha

Product Quality (X1)	0.904
Quality of Service (X2)	0.889
Customer Satisfaction (Y)	0.817
Customer Loyalty (Z)	0.786

Source: SmartPLS

Based on Table 6 above, it can be seen that Cronbach Alpha each variable has a value of > 0.7, so it is concluded that each variable has met the conditions and is considered realistic.

Multicollinearity

To test each indicator of the presence or absence of multicollinearity of each variable by looking at the value of the Variance Inflation Factor (VIF). If the VIF value of < 10 on each indicator is stated not to be indicated by the occurrence of multicollinearity.

Table 7
Variance Inflation Factor (VIF)

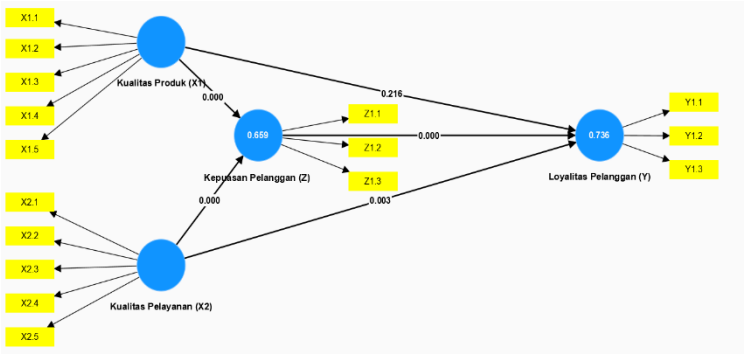
Variable	Variance Inflation Factor (VIF)
X1.1	2.930
X1.2	2.686
X1.3	3.565
X1.4	2.818
X1.5	2.983
X2.1	1.961
X2.2	2.161
X2.3	2.511
X2.4	2.436
X2.5	3.138
Y1.1	1.991
Y1.2	1.581
Y1.3	2.210
Z1.1	1.693
Z1.2	1.674
Z1.3	1.578

Source: SmartPLS

Based on Table 7 above, it can be seen that the Variance Inflation Factor (VIF) of each variable has a value of < 10, so it is concluded that each variable does not occur or is free from multicollinearity.

Structural Capital Analysis (Inner Model)

Figure 4
Inner Model



Source: SmartPLS

Model Goodness of Fit Test

The Goodness of Fit test is carried out to measure by looking at the value of the parameter coefficient and looking at the R-Square value obtained in each latent and dependent variable with the same interpretation as regression.

Table 8
Goodness of Fit Test Results

Variable	R-Square Adjusted
Customer Satisfaction (Z)	0.659
Customer Loyalty (Y)	0.736

Source: SmartPLS

In conducting a model goodness test (Goodness of Fit), an assessment is carried out to find out the value of Q-Square which has the same meaning as coefficient determination (R-Square). In regression analysis, the higher the Q-Square value the better the model or the more it matches the data.

Here are the results of the Q-Square value, which is as follows:

Q-Square = 1- [(1 – R21) x (1 – R22)]
= 1-[(1 – 0.659) x (1 – 0.736)]
= 1-[(0.341) x (0.264)]
= 1 – (0.090024)

= 0.909976

Based on the calculation above, the result of the Q-Square value obtained is 0.909976 or it is known that the research data explained the magnitude of diversity in the good model by 91%. Then, the remaining 9% can be explained by other factors outside of this model of kindness. Therefore, the results of the model can be declared to have a good goodness of fit.

Path Analysis

The existence of Path Analysis (Path Analysis) is carried out to determine the direct and indirect influence between independent variables (exogenous) and dependent variables (endogenous). The procedure starts bootstrapping and signifying t-statistics on the bootstrapping algorithm Report- Path Coefficients. Has statistical and conceptual properties of coefficients (> 0.1), (t-statistics (>1.96), and p-value (≤ 0.05).

Table 9
Path Analysis

Influence	Path Coefficient	Simple Man	Standard Deviation (STDEV)	T Statistic	P Values
Product Quality (X1) → Customer Loyalty (Y)	0.125	0.134	0.101	1.236	0.216
Product Quality (X1) → Customer Satisfaction (Z)	0.419	0.415	0.116	3.609	0.000
Quality of Service (X2) → Customer Loyalty (Y)	0.337	0.337	0.113	2.977	0.003
Quality of Service (X2) → Customer Satisfaction (Z)	0.432	0.436	0.094	4.586	0.000
Customer Satisfaction (Z) → Customer Loyalty (Y)	0.459	0.452	0.126	3.627	0.000

Source: SmartPLS 4.0

Based on the table above, it can be known the description of the explanation as follows:

a. Product Quality (X1) has a positive but not significant effect on Customer Loyalty (Y).
b. Product Quality (X1) has a positive and significant effect on Customer Satisfaction (Z)
c. Service Quality (X2) has a positive and significant effect on Customer Loyalty (Y)

d. Service Quality (X2) has a positive and significant effect on Customer Satisfaction (Z)
e. Customer Satisfaction (Z) has a positive and significant effect on Customer Loyalty (Y)

Indirect Effect

The existence of the Indirect Effect is carried out to determine the indirect influence between independent variables through intervening variables on dependent variables. If the static value is greater than the t-table value and the p-value is less than the significance level (5%), then the variable mediates.

The following are the results of the Indirect Effect test, namely:

Table 10
Indirect Effect

Influence	Indirect Effect	Simple Man	Standard Deviation (STDEV)	T Statistic	P Values
Product Quality (X1)→Customer Satisfaction (Z)→Customer Loyalty (Y)	0.192	0.185	0.070	2.745	0.006
Service Quality (X2)→Customer Satisfaction (Z)→Customer Loyalty (Y)	0.198	0.199	0.075	2.638	0.008

Source: SmartPLS 4.0

From the results of the data in the table above, it is known that the Indirect Effect value of 0.192 with a t-statistic value of >1.98 or 2.745 >1.98 and a P-Values value of < 0.05 or 0.006 < 0.05 shows that the Product Quality variable (X1) has a positive and significant indirect influence through Customer Satisfaction (Z) on Customer Loyalty (Y). Meanwhile, it is known that the Indirect Effect value of 0.198 with a t-statistic value of >1.98 or 2.638 >1.98 and a P-Values value of <0.05 or 0.008 < 0.05 shows that the Service Quality variable (X2) has a positive and significant indirect influence through Customer Satisfaction (Z) on Customer Loyalty (Y).

The Effect of Product Quality (X1) on Customer Satisfaction (Z)

Based on the test results, it can be analyzed that the value of Path Coefficients is 0.419 > from 0.1 which means product quality (X1) has a positive effect on customer satisfaction (Z). The T Statistic value of 3.609 > of 1.96 and P-Values of 0.000 < of 0.05 mean that

product quality has a significant effect on customer satisfaction. It can be concluded that the first hypothesis (H1) is that product quality has a positive and significant effect on customer satisfaction of Honda Vario motorcycle users in Sidoarjo. It is proven that what customers feel after using can provide benefits because it conforms to customer expectations

The Effect of Service Quality (X2) on Customer Satisfaction (Z)

Based on the test results, it can be analyzed that the value of Path Coefficients is 0.432 > from 0.1 which means the quality of service (X2) has a positive effect. The T Statistic value of 4.586 > 1.96 and P-Values of 0.000 < 0.05 means that service quality has a significant effect on customer satisfaction. It can be concluded that the first hypothesis (H2) is that service quality has a positive and significant effect on customer satisfaction of Honda Vario motorcycle users in Sidoarjo. It is proven that customers feel the better the service provided by Honda Vario Medan products, the more satisfied customers will be.

The Effect of Product Quality (X1) on Customer Loyalty (Y)

Based on the test results, it can be analyzed that the value of Path Coefficients is 0.125 > from 0.1 which means product quality (X1) has a positive effect on customer loyalty (Y). However, product quality (X1) is not significant to customer loyalty (Y) because the T Statistic value is 1.236 < from 1.96 and the P-Values are 0.216 > from 0.05. It can be concluded that the first hypothesis (H3) is that product quality has a positive but not significant effect on customer loyalty of Honda Vario motorcycle users in Sidoarjo.

This incident occurs because many possibilities occur. After all, customers are more concerned with other factors in purchasing a motorcycle. Most likely customers are more focused in terms of model, shape, performance, engine performance, etc. So, the quality of Honda Vario motorcycle products carried out by the Company is only effective until the stage of influencing/inviting consumers to buy the product is not effective until the loyal stage.

The Effect of Service Quality (X2) on Customer Loyalty (Y)

Based on the test results, it can be analyzed that the value of Path Coefficients is 0.337 > from 0.1 which means that service quality (X2) has a positive effect. The T Statistic value of 2.977 > of 1.96 and P-Values of 0.003 < of 0.05 means that service quality has a significant effect on customer satisfaction. It can be concluded that the first hypothesis (H4) is that service quality has a positive and significant effect on customer loyalty of Honda Vario

motorcycle users in Sidoarjo. This means that the quality of service of Honda Vario motorcycle products is good in developing customer loyalty.

The Effect of Customer Satisfaction (Z) on Customer Loyalty (Y)

Based on the test results, it can be analyzed that the value of Path Coefficients is 0.459 > from 0.1 which means Customer Satisfaction (Z) has a positive effect. The T Statistic value of 3.627 > of 1.96 and P-Values of 0.000 < of 0.05 means customer satisfaction has a significant effect on customer satisfaction. It can be concluded that the first hypothesis (H5) is customer satisfaction has a positive and significant effect on customer loyalty of Honda Vario motorcycle users in Sidoarjo. Because the Honda Vario motorcycle products they use are as expected, customers will show behavior to buy back/be loyal to the same product. And it will be certain that the company will achieve very high profits.

The Effect of Product Quality (X1) through Customer Satisfaction (Z) on Customer Loyalty (Y)

Based on the test results, it can be analyzed that the value of Path Coefficients of 0.192 > 0.1 which means a positive effect. The T Statistic value of >1.98 or 2.745 >1.98 and the P-Values value of < 0.05 or 0.006 < 0.05 means that product quality has a significant effect on customer satisfaction through customer satisfaction. It can be concluded that the first hypothesis (H6) is that product quality has a significant effect on customer satisfaction through the customer satisfaction of Honda Vario motorcycle users in Sidoarjo. With good product quality, customers feel satisfied with what is obtained so it raises a sense of desire to buy the product again so that it can be called customer loyalty.

The Effect of Service Quality (X2) through Customer Satisfaction (Z) on Customer Loyalty (Y)

Based on the test results, it can be analyzed that the value of Path Coefficients is 0.198 > from 0.1 which means a positive effect. The t-statistic value > 1.98 or 2.638 > of 1.98 and the P-Values value < 0.05 or 0.008 < 0.05 means that service quality has a significant effect on customer satisfaction through customer satisfaction. It can be concluded that the first hypothesis (H7) is that service quality has a significant effect on customer satisfaction through the customer satisfaction of Honda Vario motorcycle users in Sidoarjo. The higher the quality of service provided, the more likely it will be to get customer satisfaction. And

the higher the level of customer satisfaction, the chances of getting customer loyalty will be high too.

CONCLUSION

Based on the results of research that has been conducted on the effect of product quality and service quality on customer loyalty through customer satisfaction as an intervening variable. The following conclusions can be drawn: 1) Product quality has a positive and significant effect on customer satisfaction of Honda Vario motorcycle users in Sidoarjo; 2) Service quality has a positive and significant effect on customer satisfaction of Honda Vario motorcycle users in Sidoarjo; 3) Product quality has a positive and significant effect on customer loyalty of Honda Vario motorcycle users in Sidoarjo; 5) Service quality has a positive and significant effect on customer loyalty of Honda Vario motorcycle users in Sidoarjo; 6) Customer satisfaction has a positive and significant effect on customer loyalty of Honda Vario motorcycle users in Sidoarjo; 7) Product quality has a positive and significant effect on customer loyalty through customer satisfaction of Honda Vario motorcycle users in Sidoarjo; 8) Service quality has a positive and significant effect on customer loyalty through customer satisfaction of Honda Vario motorcycle users in Sidoarjo.

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