

THE INFLUENCE OF PRODUCT QUALITY, PERCEPTION OF SPARE PARTS PRICES, AND BRAND AWARENESS ON CUSTOMER LOYALTY OF YAMAHA VIXION MOTORCYCLES IN EAST JAVA

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Abstract

The Indonesian automotive sector continues to grow, as reflected in the increasing demand for vehicles, especially motorcycles. Yamaha Vixion has become a popular sport motorcycle choice that combines a sporty appearance with riding comfort across various road conditions. This study aims to analyze the influence of Product Quality, Spare Part Price Perception, and Brand Awareness on Customer Loyalty toward Yamaha Vixion in East Java. A quantitative method was applied, involving 150 respondents aged 19 and above who have purchased or used a Yamaha Vixion. The sampling technique used was purposive sampling based on specific criteria. Data were processed using multiple linear regression with SPSS version 26. The results indicate that Product Quality, Spare Part Price Perception, and Brand Awareness simultaneously have a significant effect on Customer Loyalty.

Keywords: Product Quality, Spare Part Price Perception, Brand Awareness, Customer Loyalty, Yamaha Vixion

INTRODUCTION

The automotive industry in Indonesia has experienced significant growth with vehicles that have now changed their status from secondary needs to primary needs. Currently, every individual needs a vehicle to support their daily activities. Vehicles are divided into two main categories: public vehicles and private vehicles. Public vehicles function as a means of mass transportation for passengers and goods, for example buses, trains, and other public transportation. Meanwhile, private vehicles are intended for daily personal use, such as cars and motorbikes.

Motorcycle users in Indonesia continue to grow every year. This condition creates a very profitable opportunity for two-wheeled automotive manufacturers to expand the market and increase sales through various marketing strategies. Commonly used strategies include focusing on product quality, developing innovation, and setting superior prices (Huda, 2020). The emergence of a new motorcycle automotive industry has created fierce competition, pushing established manufacturers such as Yamaha to continue to innovate and maintain its position in the global market. The company still prioritizes improving and maintaining product quality as the main key to increasing product value in the eyes of consumers, which in turn affects customer loyalty. In addition to quality, two other key factors that affect customer loyalty are the price of spare parts and brand awareness.

In Putra (2021) states that "Loyalty refers more to the manifestation of actions from decision-making elements to carry out continuous purchases of products or services from a business entity they have chosen." Loyalty is a crucial aspect for business organizations and developing a loyal customer base is at the heart of any business activity. This loyalty is a unique value generated by the company through building value that comes from customers, which actually reflects the overall value of the company both now and in the future.

Companies that prioritize product quality will gain a competitive advantage in the market, considering that not all business actors are able to achieve a significant level of popularity (Hui & Chan, 2017). Every company hopes that its products can achieve high sales levels, because this indicates the success of the product in attracting consumer interest. According to Cesariana *et al.*, (2022) states that product quality includes all aspects of a product that can be presented to the market with the aim of fulfilling consumer aspirations or needs for high-quality products.

In addition to product quality, price is also an indicator of the quality of an item because buyers consider the suitability between the value paid and the quality of the spare parts obtained. The availability of quality spare parts at affordable prices also creates a sense of trust between customers and service providers. When workshops or spare parts stores consistently offer products that meet quality standards without draining customers' wallets, their reputation will increase in the eyes of consumers (Girsang & Ilona, 2025).

Brand awareness also has an impact on consumer loyalty (Oktavia & Sudarwanto, 2023). In principle, brand awareness consists of two main components, namely brand recall and brand identification. Brand recall occurs when consumers are able to correctly mention the brand name when faced with a particular product category. Meanwhile, brand awareness

means that consumers can recognize a brand when its name is displayed. This allows consumers to name the products offered by the company. A person who has a high level of satisfaction and shows loyalty to a brand or services, generally have a strong tendency to share those positive experiences with those around them.

REVIEW OF LITERATURE

Product Quality

Product quality refers to the nature or characteristics of a product or service that supports its ability to meet consumer needs. When a product has good quality, it will create satisfaction for consumers who buy it (Girsang & Ilona, 2025). Lini *et al.*, (2024) stated that product quality plays a very important role and is one of the strategic weapons in facing market competition. Only companies that are able to produce products with superior quality have the potential to experience rapid growth, and have a greater chance of achieving sustainable success in the long term. Referring to Kotler, product quality indicators include several factors, namely: product conformity with customer satisfaction, product durability, reliability in meeting needs.

Spare Parts Price Perception

According to Rahmanto *et al.*, (2021) price is an economic basis or other standard that includes products and services exchanged to obtain ownership or use rights to goods and services, which can result in consumer satisfaction. Price is a factor that creates revenue from sales, while other factors are only elements of expenditure. It can be concluded that price is the amount of money applied to a product purchased by consumers as compensation for the positive reputation of the product. According to Putra (2021) price perception is the way consumers interpret price information as a whole that has important meaning to them. Price perception is a fundamental evaluation made by consumers in assessing the balance between the costs incurred and the benefits to be obtained from products and services. There are several indicators that influence prices according to (Budiono, 2021): price affordability, price suitability with quality, price competitiveness.

Brand awareness

Brand awareness is the level of a person's ability to identify and retain memories of a brand in a specific product category, which is an important component in building value a brand (Permadi, 2016). According to Astri *et al.*, (2024) the ability of potential consumers to identify or recall a brand in a specific product category is the definition of brand awareness. Flavor familiar towards a brand makes consumers have a higher preference to choose or consume the brand, because there is a sense of security when interacting with something they are familiar with. According to Keller quoted in Sari *et al.*, (2021) explains that the level of consumer awareness of a brand can be measured through several main indicators, namely: recall, recognition, purchase.

Customer Loyalty

In Harahap *et al.*, (2020) defines consumer loyalty as the loyalty shown by consumers towards a particular company, brand, or product. Consumer loyalty refers to the behavioral

patterns of decision-making units that make continuous purchasing transactions for products from the companies they choose (Putri *et al.*, 2024). Consumer loyalty is also a form of dedication to a particular brand or supplier, which is based on a very positive attitude and is manifested in consistent repeat purchases. According to Kotler and Keller in Ramanta *et al.*, (2021) customer loyalty is a strong dedication to making repeat purchases or continuing to use favorite products or services in the future, even though there are situational conditions and marketing tactics that have the potential to cause changes in consumer behavior. According to Hidayat in Harahap *et al.*, (2020) there are several main indicators that can be used to measure consumer loyalty: trust, emotion commitment, switching cost.

RESEARCH METHOD

Research methods are a series of procedures and structured steps taken by researchers to obtain answers to the research problems proposed. This includes all strategies and techniques used to collect, process, analyze, and interpret data in order to discover, develop, and test the validity of knowledge scientifically. This research was conducted by applying associative research, where data processing uses a quantitative approach to examine the correlation between variables. Ani *et al.*, (2021) defines associative research as a form of research that examines the relationship or relationship between two or more variables. In the book Balaka (2022) states that the quantitative research method is approach scientific which emphasizes empirical, objective, measurable, rational, and systematic principles in its application.

Yamaha Vixion motorcycle users are 2,500 with data obtained from the number of followers of the author's Tiktok account. The population in this study were motorcycle users who were at least 19 years old who had purchased or used a Yamaha Vixion motorcycle in the East Java region. Based on the Slovin formula calculation, the optimal sample size in this study was set at 150 respondents.

RESULTS AND DISCUSSION

Validity Test

Table 1.
Validity Test Results

<u>Indicator</u>	<u>Number of Items</u>	<u>Correlation (r)</u>	<u>Information</u>
PRODUCT QUALITY (X₁)			
Product Compatibility with Customer Satisfaction	Item 1	0,675	Valid
	Item 2	0,686	Valid
	Item 3	0,638	Valid
Product durability	Item 1	0,650	Valid
	Item 2	0,681	Valid
	Item 3	0,724	Valid
Reliability in Fulfillment Need	Item 1	0,593	Valid
	Item 2	0,627	Valid
	Item 3	0,681	Valid

PERCEPTION OF SPARE PARTS PRICE (X₂)			
Affordability Price	Item 1	0,657	Valid
	Item 2	0,657	Valid
	Item 3	0,735	Valid
Price Match with Quality	Item 1	0,631	Valid
	Item 2	0,651	Valid
	Item 3	0,717	Valid
Price Competitiveness	Item 1	0,601	Valid
	Item 2	0,635	Valid
	Item 3	0,735	Valid
BRAND AWARENESS (X₃)			
Ability to Remember	Item 1	0,660	Valid
	Item 2	0,705	Valid
	Item 3	0,676	Valid
Introduction	Item 1	0,684	Valid
	Item 2	0,646	Valid
	Item 3	0,649	Valid
Purchase Decision	Item 1	0,616	Valid
	Item 2	0,668	Valid
	Item 3	0,648	Valid
CUSTOMER LOYALTY (Y)			
Trust	Item 1	0,682	Valid
	Item 2	0,679	Valid
	Item 3	0,642	Valid
Emotional Commitment	Item 1	0,644	Valid
	Item 2	0,661	Valid
	Item 3	0,677	Valid
Switching Costs	Item 1	0,595	Valid
	Item 2	0,641	Valid
	Item 3	0,688	Valid

Source: SPSS Analysis Results Data, 2025

In this study, validity testing was carried out using IBM SPSS software version 26 for data analysis. The number of respondents involved in the study was 150 people (N = 150). The r table value was determined through a two-sided test with a significance level of 0.05. The calculation of the degrees of freedom used the formula $df = N - 2$, resulting in $df = 150 - 2 = 148$. From this calculation, the r table value was obtained as 0.159 which is the standard in validity testing. Based on the results of the validity test presented in Table 2, all values in the product quality variables (X1), perception of spare part prices (X2), brand awareness (X3), and customer loyalty (Y) have

met the validity requirements and are suitable for use as research instruments. This is proven by the calculated r correlation value, which exceeds the r table value of 0.159 at a significance level of 0.05.

Reliability Test

Table 2.
Reliability Test Results

<u>Variable</u>	<u>Cronbach's Alpha</u>	<u>Information</u>
Product Quality (X1)	0,839	Reliable
Perception of Spare Parts Price (X2)	0,845	Reliable
Brand Awareness (X3)	0,839	Reliable
Customer Loyalty (Y)	0,835	Reliable

Source: SPSS Analysis Results Data, 2025

Based on Table 3, it shows that the four variables are classified as "Reliable" because of value Cronbach's Alpha obtained passed the minimum threshold of 0.60 which is usually used as a reliability standard. In fact, all values are above 0.80 which indicates very high internal consistency in measuring each construct. These results indicate that the measurement instruments used in the study have reliable stability and consistency to measure the variables studied:

Normality Test

Table 3.
Normality Test Result

One-Sample Kolmogorov-Smirnov Test

N		Unstandardized Residual
		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,36353857
Most Extreme Differences	Absolute	,070
	Positive	,051
	Negative	-,070
Test Statistic		,070
<u>Asymp. Sig. (2-tailed)^c</u>		,071

a. Test distribution is Normal.

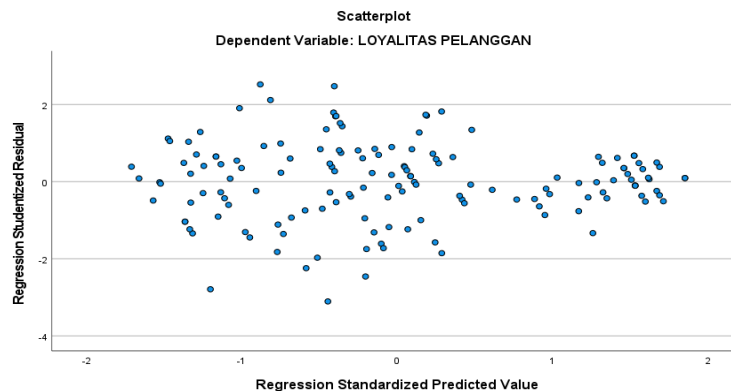
b. Calculated from data.

Source: SPSS Analysis Results Data, 2025

Based on the test results One-Sample Kolmogorov-Smirnov Test shown, data normality analysis was carried out on 150 samples using Unstandardized Residual. The extreme difference aspect shows an absolute value of 0.070, with a positive difference of 0.051 and a negative difference of -0.070. The Test Statistic produces a value of 0.070, while Asymp. Sign. (2-tailed) shows a significance value of 0.071. This result is very crucial in determining the normality of the data because the significance value of 0.071 is greater than alpha 0.05. The conclusion of this test is that the data is normally distributed because the significance value (0.071) exceeds the critical limit of 0.05.

Heteroscedasticity Test

Figure 1.
Results of the Heteroscedasticity Test



Source: SPSS Analysis Results Data, 2025

Graphics scatter plot shows the results of heteroscedasticity testing with the dependent variable "Customer Loyalty". The distribution pattern of data points on the graph shows a relatively random distribution and is evenly distributed around the zero line. This distribution characteristic indicates that the heteroscedasticity assumption is met, where the residual variance is constant for all levels of predicted values. This indicates that the regression model used does not experience significant heteroscedasticity problems.

Multiple Linear Regression Test

Table 4.
Multiple Linear Regression Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,743	,391		1,898	,060
Product Quality (X1)	,778	,074	,791	10,489	,000
Perception of Spare Parts Price (X2)	-,211	,073	-,217	-2,893	,004
Brand Awareness (X3)	,414	,047	,420	8,846	,000

a. Dependent Variable: Customer Loyalty

Source: SPSS Analysis Results Data, 2025

$$Y = 0,743 + 0,778 X_1 + (-0,211) X_2 + 0,414 X_3$$

Where Y is customer loyalty, X₁ is product quality, X₂ is the perception of spare part prices, and X₃ is brand awareness. The constant of 0.743 indicates that when all independent variables are zero, consumer loyalty will have a base value of 0.743 units. This constant value is statistically significant with a significance level of 0.060 which is still acceptable at alpha 10 percent, indicating that there are other factors outside the model that contribute to customer loyalty. Further analysis of standardized coefficients shows the order of importance of variables in influencing customer loyalty. Product quality has the greatest influence with Beta 0.791, followed by brand awareness with Beta 0.420, and the perception of spare part prices with Beta -0.217. This pattern indicates that consumers prioritize product quality in determining their loyalty, then consider brand awareness, and finally consider the price aspect of spare parts.

F Test (Simultaneous)

Table 5.

F Test Results

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10856,307	3	3618,769	1907,184	,000 ^b
Residual	277,026	146	1,897		
Total	11133,333	149			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Product Quality, Perception of Spare Parts Price, Brand Awareness

Source: SPSS Analysis Results Data, 2025

The decision-making criteria in the simultaneous F test are as follows:

- a. If Fcount > Ftable or Sig. < α, then H0 rejected and H1 accepted
- b. If Fcount < Ftable or Sig. > α, then H0 accepted and H1 rejected

Based on the established testing criteria, the Fcount 1907,184 > Ftable and a significance value of 0.000 < 0.05, so the decision taken is to reject H0 and receive H1. This means that there is a very significant simultaneous influence of the product quality variables, perception of spare part prices, and brand awareness on customer loyalty. The significance level of 0.000 indicates that the probability of a Type I error (rejecting H) is Ho even though H0 true) is very small, almost approaching zero. This provides very high confidence that the regression model built is indeed able to explain variations in customer loyalty very well. Magnitude Fstatistics which is very large also indicates that the model has goodness of fit which excellent, where the three predictor variables collectively provide a substantial contribution in explaining variance in customer loyalty variable.

t-Test (Partial)

Table 6.

t-Test Results (Partial)

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,743	,391		1,898	,060
Product Quality	,778	,074	,791	10,489	,000
Perception of Spare Parts Price	-,211	,073	-,217	-2,893	,004
Brand Awareness	,414	,047	,420	8,846	,000

a. Dependent Variable: Customer Loyalty

Source: SPSS Analysis Results Data, 2025

Based on Table 7, the results of the t-test above can be described as follows:

- a. H1: $b_1 \neq 0$ (product quality has a significant effect on customer loyalty). The test results show a coefficient B of 0.778 with a standard error of 0.074, resulting in a t-value of 10.489 and a significance of 0.000. By using a significance level of $\alpha = 0.05$, a significance value of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. Conclusion: product quality has a positive and significant effect on customer loyalty.
- b. H1: $b_2 \neq 0$ (perception of spare part price has a significant effect on customer loyalty). The results show a coefficient of B of -0.211 with a standard error of 0.073, resulting in a t-value of -2.893 and a significance of 0.004. With $\alpha = 0.05$, a significance value of $0.004 < 0.05$, then H_0 is rejected and H_1 is accepted. Conclusion: perception of spare part price has a negative and significant effect on customer loyalty.
- c. H1: $b_3 \neq 0$ (brand awareness significant effect on customer loyalty). The results show a coefficient B of 0.414 with a standard error of 0.047, resulting in a t-value of 8.846 and a significance of 0.000. With $\alpha = 0.05$, a significance value of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. Conclusion: brand awareness has a positive and significant effect on customer loyalty.

Test of Determination Coefficient (R2)

Table 7.

t-Test Results (Partial) Results of the Determination Coefficient Test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,987 ^a	,975	,975	1,377	1,923

a. Predictors: (Constant), Brand Awareness, Spare Parts Price Perception, Product Quality

b. Dependent Variable: Customer Loyalty

Source: SPSS Analysis Results Data, 2025

Based on Table 8, the results of the determination coefficient test (R Square) show a figure of 0.975, which means that 97.5% of the variation in customer loyalty can be explained

by a combination of product quality variables, perception of spare part prices, and brand awareness. Meanwhile, the value Adjusted R Square which was also obtained at 0.975 indicating that the model still has consistent predictive ability even though it has been adjusted to the number of variables in the study.

Standard error of the estimate recorded at 1.377, which indicates a relatively small level of model prediction error. The value Durbin-Watson of 1.923 indicates that there is no autocorrelation problem in the regression model used. Overall, the results of the analysis indicate that the research model has good quality in explaining the influence of independent variables on customer loyalty.

H1: The Influence of Product Quality on Customer Loyalty

Through the t-test approach (partial) we get the tcount 10.489 and significance 0.000. By applying the significance level $\alpha = 0.05$, the significance value $0.000 < 0.05$, then H_0 rejected and H_1 accepted. In conclusion, product quality has a positive and significant effect on customer loyalty. These results indicate that the better the quality of the Yamaha Vixion motorcycle, the higher the level of customer loyalty to the brand. The quality of the Yamaha Vixion product, which includes aspects of engine performance, design, durability, and superior features, is able to create sustainable consumer satisfaction. This is in line with the theory that high-quality products will build consumer trust and encourage repeat purchases and recommendations to others. Thus, Yamaha needs to continue to maintain and improve the quality standards of the Vixion to maintain customer loyalty that has been built in the motorcycle segment sport naked bike.

H2: The Influence of Spare Parts Price Perception on Customer Loyalty

Based on the results of the research hypothesis test through the t-test (partial), the t-value was obtained count -2.893 and significance 0.004. With $\alpha = 0.05$, the significance value of $0.004 < 0.05$, then H_0 rejected and H_1 accepted. It can be concluded that the perception of spare part prices has a negative and significant effect on customer loyalty. This finding indicates that the higher the consumer perception of the price of Yamaha Vixion spare parts, the lower their level of loyalty to the brand. This shows that consumers highly consider the aspects of maintenance costs and component replacement in purchasing decisions and long-term loyalty. When consumers consider the price of spare parts to be too expensive or not commensurate with the value obtained, they tend to switch to other brands that offer more economical alternatives. Therefore, Yamaha needs to consider a more competitive spare part pricing strategy to maintain consumer loyalty to Vixion in the Indonesian motorcycle market, especially in East Java province.

H3: Influence Brand Awareness on Customer Loyalty

Based on hypothesis testing for variables brand awareness on the loyalty of Yamaha Vixion motorbike customers, the results of the t-value were obtained count of 8.846 and a significance level of 0.000. By using a significance level of $\alpha = 0.05$, because the significance value of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. The conclusion that can be drawn is brand awareness has a positive and significant influence on customer loyalty. This finding indicates that the level of brand awareness high among consumers is able to create a positive impact on their loyalty to Yamaha Vixion products. The stronger brand awareness embedded in the minds of consumers, the greater their tendency to remain loyal to the brand. This shows the importance of investing in consistent marketing and brand communication activities to build and maintain top-of-mind awareness in the sports motorcycle segment.

H4: The Influence of Product Quality, Perception of Spare Parts Price, Brand Awareness on Customer Loyalty

The results of simultaneous testing (F test) found that the three independent variables (product quality, perception of spare part prices, and brand awareness) simultaneously has a very significant influence on the loyalty of Yamaha Vixion motorcycle customers. This is proven by the calculated F value of 1907.184 which is much greater than F_{table} , and a significance value of 0.000 which is smaller than 0.05. Thus, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This means that product quality, perception of spare part prices, and brand awareness simultaneously affect the level of Yamaha Vixion customer loyalty. The three predictor variables collectively provide a very large contribution in determining the level of consumer loyalty.

CONCLUSION

Based on the multiple linear regression tests that have been carried out, it was found that the variable perception of spare part prices has a negative impact on customer loyalty with a regression coefficient value of -0.211 and standardized coefficient -0.217. This finding indicates a significant inverse correlation between the perception of spare part prices and the level of customer loyalty.

Through statistical modeling analysis with a multiple linear regression approach, it was found that the variables brand awareness shows a positive regression coefficient of 0.414 with standardized coefficient 0.420. This result confirms the existence of a meaningful one-way correlation between brand awareness level and customer loyalty.

Through simultaneous testing (F test) it was found that the three independent variables (product quality, perception of spare part prices, and brand awareness) simultaneously has a very significant impact on the loyalty of Yamaha Vixion motorcycle customers. This finding is proven by the F value calculated as 1907.184 which is far beyond F_{table} , and the significance value of 0.000 which is smaller than 0.05. Thus, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. In conclusion, product quality, perception of spare part prices, and brand awareness simultaneously influence the level of Yamaha Vixion customer loyalty. The three predictor variables collectively contribute greatly to determining the level of customer loyalty, indicating that these factors interact and work together in shaping customer loyalty to the brand.

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