

The Influence Of Brand Truste And Service Quality On The Customer Satisfaction Of Honda Motor Dealers (Study on Honda Motorcycle Users in Medan City)

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ABSTRACT

In customer satisfaction at Honda dealer Sisingamangaraja No. 362 Medan City in the realization that less than the maximum is also evidenced in the reviews given to the dealer is very much a low rating given customers Honda dealer Sisingamangaraja No. 362 CityTerrains. This study aims to analyze the effect of brand trust on customer satisfaction at Honda motorcycle dealers, analyze the effect of service quality on customer satisfaction at Honda motorcycle dealers, and analyze the effect of brand trust and service quality on customer satisfaction at Honda Motorcycle Medan dealers. The form of research used in this study is quantitative research with an associative approach. Sampling is done through probability sampling technique and using 100 respondents as a sample. Data analysis methods used are validity tests, reliability tests, classical assumption test, multiple linear regression analysis, and hypothesis test. The results of this study show that brand trust does not significantly affect customer satisfaction. Meanwhile, service quality significantly affects customer satisfaction. However, brand trust and service quality, affect equally to Customer Satisfaction.

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INTRODUCTION

The development of motorcycles in Indonesia is currently experiencing a very large increase. All groups of people can use motorbikes for various purposes, both work, personal or other needs. Automotive companies offer products with innovation in terms of design, color choices, and shapes that are tailored to the taste and which market segmentation to target. There is competition for motorcycle brands in Indonesia, including Honda, Yamaha, Suzuki, Kawasaki, TVS and several other brands.

The motorcycle market causes intense competition between brands that produce motorcycles. Since the discovery of conventional bicycles, technological developments have made conventional bicycles that still use human muscles as their propulsion have now evolved into vehicles that use engines as their propulsion. Until now, motorbikes have various types according to their use, these types include Sport, Naked, Cruiser, Trail/Off-road, Duck and Matic Scooters.

Honda is a Japanese manufacturer of vehicles such as cars, trucks, motorcycles and scooters. Apart from that, Honda also produces all-terrain vehicles (ATVs), electric generators and garden equipment. Soichiro Honda is the founder of the Honda company which was founded on September 30, 1948. And Honda has become the largest motorcycle manufacturer since 1959.

Honda entered the Indonesian market through PT. Astra Honda Motor on June 11 1971

which was originally named PT. Federal Motors. At that time Honda motorcycle components were imported in the form of CKD (Completely Knock Down) and then assembled in Indonesia. Honda S90Z is a motorcycle that was first marketed by PT. Astra Honda Motor with a 90 cc engine capacity and a 4 stroke combustion system. PT. At the beginning of its sales, Astra Honda Motor only produced 1,500 units per year, which has been growing until now. Motorcycles in Indonesia are the most widely used transportation by the public.

Tabel 1. Honda Motorcycle Sales Data for January-May 2022

Month	Number of units
January	355,112
February	294,505
March	360,452
April	329,825
May	155,439

Source: Indonesian Motorcycle Industry Association (2022)

It can be seen in the table that there was a decline in sales in February, April and May. In May, Honda motorcycles experienced a drastic decline in sales. Where a decline in sales or fluctuations could occur due to internal problems such as a lack of supply of spare parts which hampered motorcycle production and the lack of supply of these spare parts also made it difficult for each dealer to deal with customers who wanted to replace these spare parts. This can also cause external problems such as Honda Motor's competitors who make motorbikes with the same segmentation and make consumers more consider buying motorbikes from other brands in May.

Dealers Honda motorbikes are scattered in various cities in Indonesia. One such city is Medan which is a metropolitan city with a population of almost two million and five hundred people. The number of dealers located in the city of Medan is twenty two dealers who also provide service points.

This research itself is a research development from research conducted by Angga (2020) who previously studied the service quality variable on customer satisfaction at the Rama Shinta Car Repair Shop, Pali Regency. The difference between this research and previous studies is the variable brand trust and the object of research conducted in this study is Honda Motor Dealers on Jl. Sisingamangaraja No. 362 city of Medan.

Based on this, researchers want to know whether Brand Trust and Service Quality affect Customer Satisfaction of Honda Dealers on Jl. Sisingamangaraja No. 362 city of Medan. The title of this research is "The Influence of Brand Trust and Service Quality on Customer Satisfaction (Study on Honda Motorcycle Users in Medan City)"

LITERATURE REVIEW

1. Brand Trusts

According to Delgado (2021: 55), brand trust is an expectation or high possibility that the brand will result in positive outcomes for consumers. Therefore, companies need to build and maintain consumer trust in order to create consumer commitment from now on until the future. According to Chaudhuri & Holbrook (2021: 56) brand trust is a consumer's feeling of security in their interactions with brands based on definite expectations of brand reliability and intentions.

According to Luke & Yip (2021: 68) brand trust is a feeling of security that consumers have as a result of their interaction with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers. Ferina (2021: 67) explains the flow of consumer trust in brands, namely brand performance promises affect consumer expectations so as to generate trust and distrust in brands

According to Lau & Lee (2021: 66) the proposition is that trust in the brand will lead to brand loyalty. Trust is very dependent on the consumer's experience of a brand, this satisfaction

will determine the amount of brand trust which will ultimately influence consumer purchasing decisions on that brand.

According to Lau and Lee (2019: 48), indicators of the formation of brand trust are:

- a. Brand characteristics is what differentiates a product from other products.
- b. Company characteristics. Consumer knowledge about the company behind the brand of a product is the initial basis for consumer understanding of the brand of a product.
- c. Consumer-brand characteristics includes the similarity between the consumer's emotional concept and brand personality, brand preference, brand experience and brand influence from fellow consumers (word of mouth)

Based on the definition above, it can be concluded that the factors forming brand trust are assumptions that arise from brand characteristics, company characteristics and characteristics of consumer emotional concept similarities with brand personality which lead to consumer compatibility with a brand.

2. Service Quality

According to Garvin (2019: 54) quality is the suitability of a product for use, which has a long shelf life, improves the image or status of consumers, is not easily damaged, is of good quality, and is ethical to use. Especially for services, it is necessary to have friendly, polite and honest services to customers so that they can satisfy or satisfy customers beyond customer or consumer expectations.

According to Kotler (Meithiana, 2019: 55) defines quality as the totality of characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs. An item or service will be considered quality if it can meet consumer expectations or product value expectations. Meanwhile, according to Kotler (2019) defining service quality is a form of consumer assessment of the level of service received with the expected level of service. if the service received or perceived is as expected, then the quality of service is perceived as good and satisfactory.

According to Lupiyoadi and Hamdani (Meithiana (2019:64) there are several dimensions or attributes that must be considered in service quality, namely:

- a. Tangible is the ability of a company to represent its existence to the outside.
- b. Reliability is the company's ability to accurately and reliably deliver service as promised.
- c. Responsiveness is a policy of supporting and providing prompt and accurate service to customers, providing clear information.
- d. Guarantees and certainty, namely knowledge, courtesy and the ability of company employees to foster customer trust in the company.
- e. Empathy is giving sincere and personal or personal attention to customers by trying to understand consumer desires.

3. Customer Satisfaction

Kotler (Fathira, 2019: 22) states that satisfaction is a person's feelings after comparing the perceived performance or results with their expectations. Mowen and Minor (Fathira, 2019: 22) say customer satisfaction is defined as the overall attitude shown by customers for goods and services after they obtain and use them.

Kotler (Fathira, 2019: 22) suggests customer satisfaction is related to customer feelings after buying goods or services. Many experts provide a definition of customer satisfaction. Kotler said that customer satisfaction is the level of one's feelings after comparing the performance or results he feels with his expectations. Meanwhile, Engel (Fathira, 2019: 22) reveals that customer satisfaction is an after-purchase evaluation in which the chosen alternative at least gives the same result or exceeds customer expectations.

Many customers use the product and each customer uses the product differently, with different attitudes and different words. Overall, the satisfaction program includes several

Tjiptono indicators (Meithiana (2019: 92), namely:

- a. Conformity of expectations, each customer will assess whether the costs they incur are in accordance with the services they get.
- b. Interest in visiting again, if customers feel satisfied with the service they get, they will definitely come back because they feel comfortable with the service they get
- c. Willingness to recommend, customers who are already satisfied and feel comfortable with the service they get, are most likely they to recommend the product to others.

METHODS

The form of research used in this study is quantitative using an associative approach. This method emphasizes testing theories through measuring research variables with numbers and performing analysis with statistical procedures.

The location of this research is a Honda motorcycle dealer, Jl. Sisingamangaraja No. 362 Medan city by providing a questionnaire via google form. This research was conducted from May 2022 to June 2022.

The population in this study were all customers and users of Honda motorbikes who had purchased or serviced Honda dealers and repair shops in Medan City at least once, the exact number of which is not known.

This study uses non-probability sampling in sampling. according to Sugiyono (2017: 82) non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for every element of the population. The non-probability sampling technique chosen in this study is because the number of population in this study is not known with certainty. In terms of the type of non-probability sampling, there are various techniques. This study chose a purposive sampling method. The purposive sampling technique is the determination of the sample on the basis of certain criteria selected by the researcher.

The definition of the concept in this study is the form:

- a. Brand Trusts(X1)
Brand trust (Brand Trust) is there is a high expectation or probability that the brand will result in positive outcomes for consumers.
- b. Service Quality (X2)
Service Quality (Service Quality) namely quality as the totality of characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs.
- c. Customer Satisfaction(Y)
Customer Satisfaction (Customer Satisfaction) is defined as the overall attitude shown by customers towards goods and services after they obtain and use them.

In this study there are two connected variables, including the independent variable, brand trust (X1), service quality (X2) and the dependent variable, namely customer satisfaction (Y1). In the operational variables of this study, it will be explained regarding the indicators of each proposed variable, both independent and dependent variables. Each indicator will later be displayed in a questionnaire to be answered by respondents.

The variable measurement scale in this study uses a Likert scale. from Sugiyono (2017: 93) the Likert scale is used in measuring opinions, perceptions and attitudes of a person or group of people about social reality. using a Likert scale, producing the variables to be measured are described as variable indicators.

Data analysis from Sugiyono (2017: 182) is the process of carrying out a systematic and scientific search and arrangement resulting from the results of interviews, documentation, and field notes. The results are then grouped, reduced and described for synthesis, and draw conclusions so that it is easy for the reader to understand. The data analysis method is the process of processing the data from which the data was previously collected. In this quantitative study, the completion of the respondent's data was obtained, then the data was collected and processed using SPSS (Statistical Packages for the Social Science) 24.0.

RESULTS AND DISCUSSION

a. t test (Partial Test)

Following are the results of the partial test conducted in the study:

Table 2. Partial Significance Test Results (T Test)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	4,123	2,050		2,011	.047
Brands Trusts	,157	,090	,154	1,747	,84
Service Quality	,495	,070	,629	7,121	,000

a. Dependent Variable: Customer Satisfaction

Based on the results of the t test in table 4.38 it can be concluded that:

1. The results of testing the Statistical Software program for the Brand Trust (X1) variable on Customer Satisfaction (Y) obtained a tcount of 1.747 where the tcount is greater than ttable, namely 1.661 ($1.747 > 1.661$) with a significance value greater than 0.05 ($0.84 > 0.05$) and a positive regression coefficient of 0.157. This shows that the Brand Trust variable (X1) has no significant effect on Customer Satisfaction (Y). on these results it can be concluded that Ho1 is accepted.
2. Based on the test results using the Software Statistics program for the Service Quality variable (X2), a tcount value of 7.121 is obtained, which means that it is greater than the ttable value of 1.984 ($7.121 > 1.661$) with a significance value less than 0.05 ($0.000 < 0.05$) and a positive regression coefficient of 0.495. This shows that the variable Service Quality (X2) has a significant effect on Customer Satisfaction (Y). on these results it can be concluded that Ha2 is accepted.

b. Simultaneous Test (Test F)

The following are the results of the simultaneous tests conducted in this study:

Table 3. Simultaneous Test Results (Test F)
ANOVA^a

Model	Sum of Squares	df	Means Square	F	Sig.
Regression	1133,022	2	566,511	57,487	,000b
1 residual	955,888	97	9,855		
Total	2088,910	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Brand Trust, Service Quality

Based on the results of data processing in table 4.39, it can be seen that the Fcount value obtained is 57.487, which means that the Fcount value is greater than the Ftable value, namely $57.487 > 3.09$ or based on the sig value, which is $0.000 < 0.05$. These results mean that the independent variables, namely Brand Trust (X1) and Service Quality (X2), have a simultaneous effect on the dependent variable, namely Customer Satisfaction (Y).

c. Determination Coefficient Test

The following are the results of the coefficient of determination test conducted in this study:

Table 4. Determination Coefficient Test Results

Summary modelb				
Model	R	R Square	Adjusted R Square	std. Error of the Estimates
1	,736a	,542	,533	3,139

a. Predictors: (Constant), Brand Trust, Service Quality

b. Dependent Variable: Customer Satisfaction

Based on the results of data processing in table 4.40 above, it can be seen that the R value is 0.736, where the coefficient value indicates a fairly close relationship between Brand Trust and Service Quality to Customer Satisfaction because the closer the R value is to one, the better the model is used. The Adjusted R Square value or the coefficient of determination above shows that the Brand Trust and Service Quality variables can explain the Customer Satisfaction variable by 53.3%, while the remaining 46.7% is influenced by other variables not explained in this study.

The influence of Brand Trust (X1) on Customer Satisfaction(Y)

Based on the data that has been previously tested, it can be seen that all statements contained in the independent variables Brand Trust (X1) and Service Quality (X2) as well as in the dependent variable Customer Satisfaction (Y) are valid and reliable so they can be used in this study. According to Delgado (2021: 55), brand trust is an expectation or high possibility that the brand will result in positive outcomes for consumers. Therefore, companies need to build and maintain consumer trust in order to create consumer commitment from now on until the future. This study uses 3 Brand Trust indicators proposed by Lau and Lee, Brand Characteristics, Company Characteristics,

Based on the answers of the respondents that the researcher did, the results obtained were the number of respondents as many as 73 respondents out of a total of 100 respondents whose advertisements displayed by Honda motorbikes were in accordance with the reality obtained and as many as 71 respondents out of a total of 100 respondents who stated that Honda Motor had good quality vehicles and was able to compete with other vehicle brands and a total of 80 out of 100 respondents stated that Honda Motor offers products that can be tailored to the wearer's personality. Based on the observations made by the researchers, Honda motorbike dealers in Medan City were successful in building customer trust t.

In the t test table, the test results obtained for the Brand Trust variable (X1) on Customer Satisfaction (Y) obtained a tcount value of 1.747 where the tcount value is smaller than ttable which is 1.661 ($1.747 > 1.661$) with a significance value less than 0.05 ($0.84 > 0.05$) and the regression coefficient is positive at 0.157. From these results it can be concluded that H_{a1} is rejected and H_{o1} is accepted. Therefore, the conclusion obtained is that the Brand Trust variable (X1) has no significant effect on Customer Satisfaction (Y). Results this research because the brand trust owned by Honda motorbikes is not doubted by customers, but what consumers expect is the quality of these motorcycles, so that consumers are not completely think about those when purchase goods/services from the next dealer.

The results of this study are in contrast to research conducted by Mira Annisa (2016) "The Influence of Brand Image, Brand Trust and User Satisfaction on Brand Loyalty of Courier Services (Case Study of Indonesian Pos Consumers, Faculty of Economics, Yogyakarta State University)". Where the results of the previous research found that Brand Image, Brand Trust, and Consumer Satisfaction have a significant effect on Consumer Loyalty.

Effect of Service Quality (X2) on Customer Satisfaction (Y)

Service Quality itself is needed by a company, especially Honda motorbike dealers in the city of Medan which will increase productivity and increase the profitability of a company. According to Garvin (2019: 54) quality is the suitability of a product for use, which has a long

shelf life, improves the image or status of consumers, is not easily damaged, is of good quality, and is ethical to use. Especially for services, it is necessary to have friendly, polite and honest services to customers so that they can satisfy or satisfy customers beyond customer or consumer expectations.

Based on the data that has been tested previously, we can see that the statements on the Brand Trust (X1) and service quality (X2) variables on Customer Satisfaction (Y) are valid and also reliable, so we can use them in this study. In this study, service quality has five indicators, including Tangibles, reliability, responsiveness, assurance and empathy. The most influential indicator in this study is assurance with respondents' answers about Honda motorcycle dealer employees being polite so I feel comfortable with the percentage of 51% and empathy indicators with respondents' answers about Honda motorcycle dealer employees always being serious in handling customer complaints with a percentage of 49%.

Based on the test results for the variable Service quality (X2), a tcount value of 7.121 is obtained, which means that the tcount value is greater than ttable, namely 1.661 ($7.121 > 1.661$) with a significant value less than 0.05 ($0.000 < 0.05$) and a coefficient regression value of 0.495. This shows that the service quality variable (X2) has a significant effect on Customer Satisfaction (Y). From the following results it can be concluded that Ha2 is accepted.

Honda Motor has always been committed to always improving their after sales service for motorcycle users, so that the quality of service provided always experiences significant progress and ultimately makes Honda Motor customers trust the products or services offered. This result is in line with the theory from Kotler (2019) which defines service quality as a form of consumer assessment of the level of service received and the level of service expected. Where if the service received or felt is as expected, then the quality of service is perceived as good and satisfying

The results of this study are in accordance with and in line with previous research by Fathira Virdha Noor (2020) "The Influence of Service Quality on Customer Satisfaction of PT. Alwahida Indonesia Antidote Herbs (Study at Alfatih Business Center II HPAI Bengkulu City)". The purpose of this study was to determine: the effect of service quality on customer satisfaction at PT. Indonesian Alwahida Antidote Herbs. This type of research is quantitative research. The number of respondents in this study were 83 respondents. The results of this study indicate that service quality has a significant effect on customer satisfaction at Al-Fatih Business Center II HPAI Bengkulu City. The research results obtained a significance value of $0.000 < 0.05$. So it can be concluded that Ha, who stated that Service Quality had a significant effect on Customer Satisfaction at Al-Fatih Business Center II HPAI Bengkulu City, was accepted.

Effect of Brand Trust (X1) and Service Quality (X2) on Customer Satisfaction (Y)

Based on the results of the research presentation above, we can see that brand trust and service quality have a significant effect on customer satisfaction. Here we can see that the variables brand trust (X1) and service quality (X2) are interconnected or in line with customer satisfaction of service products. As we know, if brand trust and service quality are positive, this will influence consumers in determining customer satisfaction with a product/service. this is evident where people are very familiar with the products or services offered by Honda motorbike dealers who are highly trusted and have good service quality.

The results of the Determination Test and the Simultaneous Test Results (F test) show that the Brand Trust (X1) and Service Quality (X2) variables simultaneously affect the Customer Satisfaction (Y) variable. On the simultaneous test results (F test) Based on the results of data processing in the table 4.39 it can be concluded that the Fcount value obtained is 57.487, which means that the fcount value is greater than the Ftable value, namely $57.487 > 2.704$ or based on the sig value. namely $0.000 < 0.05$. It can be concluded that the independent variables, namely Brand Trust (X1), Service Quality (X2), have an equally (simultaneous) effect on the dependent variable, namely Customer Satisfaction (Y).

Meanwhile, the results of the test for the coefficient of determination, the value of r is

0.736, where the value of this coefficient shows the relationship between Brand Trust (X1), Service Quality (X2), and Customer Satisfaction (Y) which is quite close, if the value of R is close to number 1, the better also the model. The coefficient of determination above shows that Brand Trust (X1), Service Quality (X2), can explain the Customer Satisfaction (Y) variable of 53.3% while the remaining 46.7% is influenced by other variables not explained in this study.

CONCLUSION

The Brand Trust variable (X1) has a partially insignificant effect on Customer Satisfaction (Y). So the Brand Trust variable has no significant effect on Customer Satisfaction of Honda Motor dealers in Medan City. Service Quality variable (X2) has a partially positive and significant effect on Customer Satisfaction (Y). This proves that Service Quality affects Customer Satisfaction at Honda Motor dealers in Medan City. The independent variables, namely Brand Trust (X1) and Service Quality (X2), have an equally (simultaneous) effect on the dependent variable, namely Customer Satisfaction (Y). The results of the correlation coefficient values show that the relationship between Brand Trust and Service Quality on Customer Satisfaction is quite close, if the R value is close to number 1, the model will be even better. The coefficient of determination above shows that the Brand Trust and Service Quality variables can explain the Customer Satisfaction variable.

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