



The Influence of Product Quality, Sales Promotion, and Brand Equity on Customer Loyalty Level : Case Study on PT. Krama Yudha Ratu Motor Jakarta

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ARTICLE INFO

Keywords: Product Quality, Sales Promotion, Brand Equity, Customer Loyalty Level.

Received : 20, April

Revised : 15, May

Accepted: 20, June

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ABSTRACT

This study is to determine how far the influence of Product Quality, Sales Promotion and Brand Equity on the Level of Consumer Loyalty using a quantitative approach, data collection using questionnaires, data that has met the validity test, reliability test, and classical assumption test. Through the F test, it can be seen that product quality, marketing strategy, and promotion are worthy of testing brand variables. While the data analysis used multiple linear regression analysis. The results of the study showed that the most positive and significant influence on the level of Consumer Loyalty is Product Quality, Sales Promotion, and Brand Equity. PT. Krama Yudha Ratu Motor must continue to maintain what has been considered good and continue to improve to fix anything that is considered less good.

INTRODUCTION

PT. Krama Yudha Ratu Motor (KRM) is a company engaged in the automotive industry that produces commercial vehicles categories I, II, and III. Established in 1973, with its first commercial product, the Colt T100, which has now evolved into Fuso, Colt Diesel, L300, and T120SS. Mitsubishi FUSO has successfully maintained its market leadership as an absolute pioneer of commercial vehicles with the largest truck population in Indonesia. The latest products in the commercial vehicle sector are Fighter X Euro 4 and Colt Diesel Euro 4. The Euro 4 regulation in Indonesia was initiated by the government in 2012. However, the official provisions were only made five years later through the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia No. P.20/MENLHK/SETJENKUM.1/3/2017 concerning the Exhaust Gas Emission Quality Standards for New Type Motor Vehicles Category M, N, and O or Euro 4. Euro 4 is the exhaust gas emission standard for four-wheeled or more vehicles that aims to reduce greenhouse gas emissions. That is why the implementation of Euro 4 in Indonesia will have a positive impact on the environment, especially in big cities that are frequently passed by four-wheeled or more vehicles. According to government calculations, the amount of greenhouse gas emissions in the country will decrease by 26% after this regulation is enforced. As mentioned above, the Euro 4 standard has special fuel specifications. The provisions for gasoline and diesel for Euro 4 standard vehicles are that they must contain sulfur levels below 50 ppm, while for the Euro 2 standard they may contain sulfur levels below 500 ppm. The total number of units produced by PT. Krama Yudha Ratu Motor each month depends on orders from dealers through PT. Krama Yudha Tiga Berlian Motors (KTB) as the sole agent for the Mitsubishi brand of four-wheeled vehicles in Indonesia. In the automotive industry, there is a quality standard that must be met by companies engaged in the automotive sector, namely IATF 16949: 2016. IATF 16949: 2016 is a standard that sets requirements for a Quality Management System (QMS) specifically in the automotive sector.

The purpose of the IATF 16949: 2016 standard is to develop a QMS that provides continuous improvement, increases prevention of product damage and reduces the type of waste in the production supply chain. During the production process at PT. Krama Yudha Ratu Motor (KRM) always encounters obstacles that result in ineffective and inefficient production activities.

The number of defects that occur certainly has an impact, especially on product quality. Defects are often caused by poor quality control and many factors that cause an increase in daily defects. Therefore, PT. Krama Yudha Ratu Motor (KRM) tries to improve the quality of its products by increasing the number and providing intensive training so that product quality can be improved. Mitsubishi occupies the top position in commercial vehicle sales in Indonesia. Therefore, balancing must be done at the assembly stage in order to produce satisfactory product quality. In addition to product quality, the marketing strategy carried out has an important role in the company's success in selling the products it makes.

THEORETICAL REVIEW

Product Quality

Quality is what customers anticipate from the goods they buy. Customers' decisions to purchase a product can be influenced by the quality of the product. Customer satisfaction, business profitability, and product quality are all correlated. Consumer satisfaction will rise as a result of higher-quality products, which encourages maximum prices at the lowest possible cost. The quality of the client experience would suffer if the business cuts prices too much. The secret to generating value and client pleasure is quality. Kotler and Armstrong (2018) describe product quality as a product's ability to meet consumer market demands; in order to build a product, a company must have a thorough understanding of what customers want as well as the product's ability to function.

The customer determines quality. This suggests that quality is determined by the actual experiences of consumers or users of products and services, which are assessed based on specific requirements or attributes. Quality, in the words of Deming (2005), is everything that customers need and want. Kotler and Armstrong (2018) describe product quality as a product's ability to meet consumer market demands; in order to build a product, a company must have a thorough understanding of what customers want as well as the product's ability to function. Client feedback has a significant impact on quality. This indicates that consumer experiences with products and services, which are evaluated based on a number of criteria or specific characteristics, have an impact on quality.

Sales Promotion

"Sales promotion is a promotional activity to upload or stimulate purchases, so it's a special selling effort," asserts Assauri (2015). Therefore, it can be said that sales promotion is a type of promotional activity that can boost consumer purchases and distributor effectiveness through the use of display exhibitions, exhibitions, demonstrations, and other sales activities that are not routine and can be carried out at any time. A variety of events, performances, free trials or demos, contests, and limited-edition or special packaging are all part of the sales marketing process.

Along with advertising and personal selling, sales promotion is frequently employed as a crucial technique. As a result, sales promotion can also be seen as an activity that supports and enhances advertising and personal selling. However, it differs from personal selling in that the former is meant for individuals, whereas the latter is meant for groups of potential customers. Additionally, sales promotion focuses on a specific customer group in a comparatively smaller number, whereas advertising targets large consumer groups.

Brand Equity

According to Aaker (1991), brand equity is a collection of brand assets and liabilities associated with a brand, including its name and symbol, that increase or decrease the value that a good or service provides to a business or its clients. Then (Shimp and Maden, 1988) claimed that "Brand equity is a brand value that produces high brand awareness and strong, preferred, and possibly unique brand associations, which consumers remember for a particular brand". Personal

experience, recommendations from friends and family, and information from print or electronic media—such as newspapers, magazines, tabloids, and television—all play a significant role in shaping consumer behavior.

Since customer satisfaction is a measure of the company's performance and can impact customer loyalty and positively impact the product's brand equity, it is also a crucial consideration during the evaluation stage. In English, "Anything that can be offered to a market to meet wants and needs is called a product" is how Kotler (2012) defines a product. Standard and high-quality products are the primary prerequisites that a business must fulfill in order to build brand equity and ensure the survival of its products. The corporation expects the product to have strong brand equity, and the accompanying product qualities undoubtedly support this and be accepted by consumers can be achieved.

Customer Loyalty

The willingness of customers to regularly purchase a product or use a service offered by a business is known as customer loyalty. Both short-term success and long-term competitive advantage will depend heavily on customer loyalty. This is due to the fact that customer loyalty is strategically significant to the company. The rewards of loyalty are cumulative and long-lasting. Therefore, the longer a customer stays loyal, the more money the company may make from them. Oliver (Sangadji & Sopiah, 2013) defined customer loyalty as a client's steadfast will to renew their subscription or make additional purchases of particular goods or services in the future, even though circumstances and advertising campaigns may influence behavior.

In contrast, Morais (Sangadji & Sopiah, 2013) defined customer loyalty as a consumer's dedication to a supplier or retail brand, demonstrated by a consistently favorable attitude and consistent repeat business.

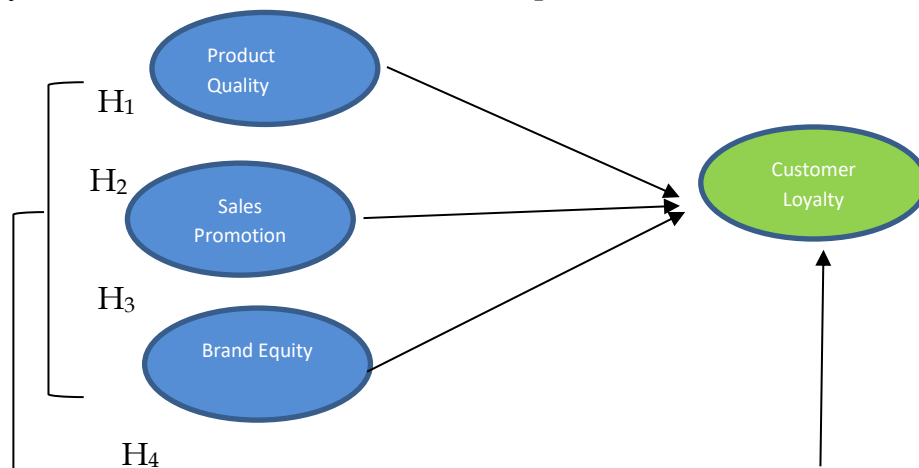


Figure 1. Conceptual Framework

METHODOLOGY

a. Sampling Method

Sugiyono (2017) asserts that the research technique is a scientific approach to gathering data with specific applications and goals. An proper research approach is therefore required in order to collect the data that will be examined in a study. This research employs a quantitative methodology. According to Sugiyono (2017), quantitative methods are research techniques that are grounded

in positivism and are employed to examine certain populations or groups. In order to test the given hypothesis, this data collection process employs research equipment and quantitative statistical data analysis. (Sugiyono, 2017) A population is a broad category that consists of two elements: the research object and topic and the established quality and inclusion criteria that are used to derive conclusions for more investigation. This population seeks to restrict the use of the generalization area and facilitate the determination of the sample size drawn from the population. Additionally, the study's population consists of PT.

Krama Yudha Ratu Motor customers who purchased a Mitsubishi Canter Euro 4. According to Sugiyono (2017), samples represent a component of the population's size and makeup. The research findings drawn from the sample are inferences about the population since sampling must accurately represent the population's current condition. It is a method of gathering data that involves giving respondents a set of written questions to complete. If researchers are certain of the variables to be measured and the expectations of the respondents, then questionnaires are a very time-efficient way to collect data. Sugiyono (2017) states that the Likert scale is used to gauge a person's or a group's attitudes, beliefs, and perceptions on social phenomena. We'll refer to the variables that the Likert scale measures as variable indicators. Each answer will be given a score and respondents will provide two answers to the researcher's questions, supporting or not supporting.

b. Data Analysis Techniques

1. Validity Test

A validity test is used to measure or evaluate the validity of the used questionnaire, according to Ghazali (2018). If the questionnaire's questions can be measured reliably, the validity test results will be considered appropriate. This test determines if the questionnaire's components can measure the results of this investigation. The following serves as the foundation for determinations regarding the validity of the questionnaire items:

- ❖ If r count is positive and r count $>$ r table then the variable is valid.
- ❖ If r count is not positive and r count $<$ r table then the variable is invalid.

2. Reliability Test

When respondents consistently answer the same items on a questionnaire, it's considered to be positive. One of the measurement instruments for a questionnaire that serves as a time-series indicator is the reliability test. When a research instrument contains reliable data, it indicates that the data is trustworthy. The Cronbach alpha approach, which compares the magnitude of the obtained alpha value to > 0.70 , can be used to measure it. The variable question is unreliable if the alpha value is less than 0.70. The variable question is dependable if the alpha value is greater than 0.70.

3. Normality Test

To ascertain whether the dependent variable and the variable in the regression model have a normal distribution, the Normality Test is used. The normal probability plot, which contrasts the cumulative distribution of the original data with the cumulative distribution of normal data, was used to conduct this test in the study. One of the two techniques utilized in the Normality Test to ascertain the residual value of regression data between the predictor and the variable is the Kolmogorov-Smirnov statistical test. The requirements are as follows:

- ❖ Sig. > 0.05 then the data is normally distributed
- ❖ Sig. < 0.05 then the data is not normally distributed

4. Multicollinearity Test

The multicollinearity test is useful for determining whether there is a correlation between the independent variables in the regression model, claims Ghozali (2018). If there is no connection between the independent variables, the regression model is said to be good. The independent variables are not orthogonal if they have a correlation with one another. When the correlation between independent variables is zero, the variables are said to be orthogonal.

5. Heteroscedasticity Test

The heteroscedasticity test, according to Ghozali (2018), looks for variance inequality in the regression model of residuals between observations. Heteroscedasticity can be found by examining specific patterns in the scatterplot graph between SRESID and ZPRED, where the X axis represents the standardized residual (predicted Y-actual Y) and the Y axis represents the predicted Y.

6. Hypothesis Test

a. Partial t Test

The t test is used to determine the significance of each independent variable's constant, specifically if the variables Product Quality (X1), Sales Promotion (X2), and Brand Equity (X3) have a partial (separate) influence on the dependent variable, Customer Loyalty Level (Y).

b. Simultaneous F Test

The F test measures how three independent variables – product quality (X1), sales promotion (X2), and brand equity (X3) – affect the dependent variable, customer loyalty level (Y), at the same time.

7. Coefficient of Determination (R^2)

Used to determine the percentage of influence of the independent variable, namely variable X, on changes in the dependent variable, namely variable Y. In simple terms, the coefficient of determination is always associated with how much the independent variable is able to explain the variance of the dependent variable.

8. Multiple Regression Test

This test is used to analyze how the condition (rise and fall) of the dependent variable, if two or more independent variables as predictor factors are manipulated (increased or decreased in value). The multiple linear regression equation is:

$$Y = a + b X_1 + b X_2 + b X_3 + e \dots\dots\dots 1)$$

Where: Y = Dependent variable

a = constant

b = regression coefficient

X₁ = first independent variable

X₂ = second independent variable

X₃ = third independent variable

e = error

RESULTS

1. Validity Test

A validity test can be used to assess a questionnaire's applicability or validity, claims Ghozali (2018). If the questionnaire's questions can yield information that will be measured and identified by a precise measurement procedure, it will be considered appropriate. Each question indicator is considered legitimate if Sig ≤ 0.05. This test assesses if the questionnaire's components can measure the study's outcomes. The following are the findings of this study's validity test:

Table 1. Validity Test Result

		Product Quality	Sales Promotion	Brand Equity	Customer Loyalty
Product Quality	Pearson Correlation	1	0.672	0.751	0.717
	Sig. (2 Tailed)		0.000	0.000	0.000
	N	100	100	100	100
Sales Promotion	Pearson Correlation	0.672	1	0.733	0.676
	Sig. (2 Tailed)	0.000		0.000	0.000
	N	100	100	100	100
Brand Equity	Pearson Correlation	0.751	0.733	1	0.803
	Sig. (2 Tailed)	0.000	0.000		0.000
	N	100	100	100	100
Customer Loyalty	Pearson Correlation	0.717	0.676	0.803	1
	Sig. (2 Tailed)	0.000	0.000	0.000	
	N	100	100	100	100

Source : Data processed by SPSS (2024)

The output of the significance findings for every indicator indicates that the results are significant (0.000 < 0.05). Thus, it can be said that all of the question indicators have reliable findings.

2. Reliability Test

Reliability test is one of the measuring tools for a questionnaire which is an indicator of a time variable. Reliable data in a research instrument means that the data can be trusted. To measure it, you can use the Cronbach alpha technique, namely the magnitude of the resulting alpha value compared to > 0.70 . Decision making if the alpha value < 0.70 then the question of the variable is not reliable and if the alpha value > 0.70 then the question of the variable is reliable.

Table 2. Reliability Test Result

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.909	0.914	4

Source : Data processed by SPSS (2024)

The reliability of the questionnaire employed in this study is indicated by the Cronbach's Alpha value of $0.909 > 0.70$, which can be deduced from the data in the above table.

3. Normality Test

The purpose of the normality test is to determine if the residuals or interfering variables in the regression model have a normal distribution. The Kolmogorov-Smirnov statistical test is one of two methods used in the normality test to determine whether or not the residuals are normally distributed (Sujarweni & Wiratna, 2018). Using normalcy testing as a basis The residual value is normally distributed if the significance value is greater than 0.05, and it is not normally distributed if the significance value is less than 0.05. The normalcy test's findings are as follows:

Table 3. Normality Test Result

One Sample Kolmogorov-Smirnov Test					
		Product Quality	Sales Promotion	Brand Equity	Customer's Loyalty
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	21.92	17.51	21.14	21.84
	Std. Deviation	2.696	2.096	3.008	2.440
Most Extreme Differences	Absolute	0.133	0.163	0.160	0.195
	Positive	0.127	0.144	0.138	0.195
	Negative	-0.133	-0.163	-0.160	-0.172
Test Statistic		0.133	0.163	0.160	0.195
Asymp. Sig. (2-tailed)		0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c

Source : Data processed by SPSS (2024)

According to the data in the above table, the Sig value (2-tailed) for variable (X1) is $0.000 < 0.05$, for variable (X2) it is $0.000 < 0.05$, for variable (X3) it is $0.000 < 0.05$, and for variable (Y) it is $0.000 > 0.05$. As a result, one could argue that the data in this study is not appropriately dispersed

4. Multicollinearity Test

The multicollinearity test is used to ascertain whether or not independent variables in a model have similarities with one another, according to Ghozali (2018). There will be a substantial connection because the independent variables are similar. Furthermore, the practice of deciding how each independent variable's partial test affects the dependent is avoided by this test. Multicollinearity is absent if the Variance Inflation Factor (VIF) that results falls between 1 and 10. The following are the findings of this study's multicollinearity test.

Table 4. Multicollinearity Test Result

Coefficients ^a								
Model		Unstandardize d Coefficients		Standardize d Coefficients			Collinearity Statistics	
1	(Constant)	B	Std. Error	Beta	t	Sig.	Toleranc e	VIF
	Product Quality	5.501	1.278		4.30 4	0.00 0		
	Sales Promotio n	0.204	0.082	0.225	2.48 4	0.01 5	0.404	2.47 7
	Brand Equity	0.151	0.103	0.129	1.46 9	0.14 5	0.428	2.33 5
	Customer Loyalty	0.437	0.080	0.538	5.45 0	0.00 0	0.341	2.93 7

Source : Data processed by SPSS (2024)

In contrast, the Variance Inflation Factor (VIF) value for the variables of Product Quality (X1), Sales Promotion (X2), and Brand Equity (X3) is $2.477 < 10.00$, $2.335 < 10.00$, and $2.937 < 10.00$, respectively, according to the output table "coefficients" in the "Collinearity Statistics" section. The tolerance value for the Product Quality variable (X1) is $0.404 > 0.10$, Sales Promotion (X2) is $0.428 > 0.10$, and Brand Equity (X3) is $0.341 > 0.10$. With values less than 0.90, there is also no association between the independent variables. Therefore, it may be said that there is no multicollinearity based on the multicollinearity test's decision-making basis.

5. Heteroscedasticity Test

To determine whether there are variations in residual variance between observation periods, the Heteroscedasticity Test is utilized. The scatterplot image pattern can be used to forecast whether a model has heteroscedasticity or not; regression that doesn't occur If the data points are dispersed around or above zero, this is known as heteroscedasticity. The data points do not cluster solely above or below the data point spreader; instead, they should not form a wave pattern that expands, contracts, and then expands once more. The following are the findings of this study's Heteroscedasticity Test:

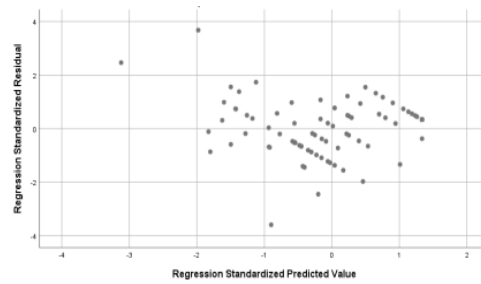


Figure 2. Heteroscedasticity Test Result

Based on the image above, it shows that there is no heteroscedasticity because the points are spread randomly above and below the number 0 on the Y axis. Thus, it can be concluded that the regression model is suitable for predicting brands based on the input of independent variables, namely product quality, marketing strategy, and promotion.

6. Multiple Linear Regression Analysis Test

After fulfilling the validity test, reliability test, normality test, classical assumption test, then the data can be analyzed using multiple linear regression test regression analysis is used to test the truth of the hypothesis proposed in this study. The results of the multiple linear regression analysis test in this study are as follows:

Table 5. Multiple Linear Regression Analysis Test

Coefficients ^a								
Model		Unstandardize d Coefficients		Standardize d Coefficients			Collinearity Statistics	
1	(Constant)	B	Std. Error	Beta	t	Sig.	Toleranc e	VIF
	Product Quality	5.501	1.278		4.304	0.000		
	Sales Promotio n	0.204	0.082	0.225	2.484	0.015	0.404	2.477
	Brand Equity	0.151	0.103	0.129	1.469	0.145	0.428	2.335
	Customer Loyalty	0.437	0.080	0.538	5.450	0.000	0.341	2.937

Source : Data processed by SPSS (2024)

Based on the table data above, the regression equation is as follows:

$$Y = a + b X_1 + b X_2 + b X_3 + e \dots\dots\dots 2)$$

$$Y = 5.501 + 0.204 X_1 + 0.151 X_2 + 0.437 X_3 + e \dots\dots\dots 3)$$

The following may be inferred from the regression equation above:

- The above multiple regression equation's constant, 5.501, is known to exist. If the independent variables are assumed to be constant, the size of the constant indicates that the dependent variable, Y, increases by 5.501%.
- For every 1% rise in X₁, Y will expand by 0.204%, according to the coefficient of variable X₁ = 0.204.

- c. For every 1% rise in X2, Y will increase by 0.151%, according to the coefficient of variable X2 = 0.151.
d. According to the coefficient of variable X3 = 0.437, for every 1% increase in X3, Y will rise by 0.437%.

7. Hypothesis Test

a. Partial t Test

With a significance level of 5%, the t-test is a test used to determine whether the independent variables – Product Quality (X1), Sales Promotion (X2), and Brand Equity (X3) – have a positive and significant influence on the dependent variable, Customer Loyalty (Y). The following are the findings of this study's t-test:

Table 6. Partial t Test

Coefficients ^a								
Model		Unstandardize d Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
1	(Constant)	B	Std. Error	Beta			Toleranc e	VIF
	Product Quality	5.501	1.278		4.304	0.000		
	Sales Promotio n	0.204	0.082	0.225	2.484	0.015	0.404	2.477
	Brand Equity	0.151	0.103	0.129	1.469	0.145	0.428	2.335
	Customer Loyalty	0.437	0.080	0.538	5.450	0.000	0.341	2.937

Source : Data processed by SPSS (2024)

The t table is 1.985 with n = 100 and df = 100-2 = 98. The aforementioned data leads to the conclusion that the hypothesis is accepted or that the independent variable X partially influences the dependent variable Y, as indicated by the t value of 4.304 > 1.985 with sig 0.000 < 0.05.

b. Simultaneous F Test

Product Quality (X1), Sales Promotion (X2), and Brand Equity (X3) are the independent variables (free) that determine the degree to which they impact the dependent variable (bound) Customer Loyalty (Y). The F test measures the significance of the equation. The following are the findings of this study's f test.

Table 7. Simultaneous F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	401.406	3	133.802	68.312	0.000 ^b
	Residual	188.034	96	1.959		
	Total	589.440	99			

Source : Data processed by SPSS (2024)

F table = $(k, n-k) = (3, 100-3) = (3, 97)$ was produced with $n = 100$, and F table then obtained 2.70. According to the data above, the f count value is $68.312 > F$ table 3.10, and the sig. value is $0.000 < 0.05$, indicating that the variables of product quality (X1), sales promotion (X2), and brand equity (X3) all have an impact on customer loyalty (Y) at the same time. Therefore, it may be said that H3 is accepted, indicating that variable X and variable Y are influenced at the same time.

8. Test of Determination Coefficient (R^2)

One crucial metric in regression is the Test of Determination Coefficient (R^2). The ability of the dependent variable Brand (Y) is shown in the determination R^2 . Sujarweni (2018) states that the goal of this research is to determine the extent to which the independent variables – product quality (X1), sales promotion (X2), and brand equity (X3) – have an impact on the dependent variable, customer loyalty (Y). The following are the findings of the study's Test of Determination Coefficient (R^2):

Table 8. Test of Determination Coefficient (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0.825 ^a	0.681	0.671	1.400

Source : Data processed by SPSS (2024)

The Adjusted R Square value is 0.671, or 67.1%, as can be seen from the Determination Coefficient Test (R^2) in the table above. This suggests a relationship between the three independent variables: product quality (X1), sales promotion (X2), and brand equity (X3). The study's dependent variable, customer loyalty (Y), has an explanation value of 0.671 (67.1%). The remaining proportion, however, is influenced by other variables that were not taken into account in the study's regression model ($100\% - 67.1\% = 32.9\%$).

DISCUSSION

In this study, it was found that the variables Product Quality, Sales Promotion, and Brand Equity have a positive and significant effect on the level of Customer Loyalty of 67.1%.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis and discussion, the author obtains conclusions that can be drawn from the study on the Implementation of Product Quality, Sales Promotion, Brand Equity from PT Krama Yudha Ratu Motor at the Customer Loyalty level of Mitsubishi Canter Euro 4 cars as follows:

- a. The study's partial test findings show that the independent factors of product quality, sales promotion, and brand equity account for 67.1% of the variation in the dependent variable of brand. A variance of additional variables not covered by the research variables makes up the remaining 32.9%.
- b. The Mitsubishi Canter Euro 4 Customer Loyalty level is positively and significantly impacted by the findings of the partial testing of the Product Quality variable. This implies that when the Mitsubishi Canter Euro 4's product quality improves, customers will choose and like the commercial vehicle more, which will boost customer loyalty.
- c. The partial test results of the Sales Promotion variable have a positive and significant influence on the level of Customer Loyalty of the Mitsubishi Canter Euro 4 car. In Sales Promotion, the related matters are the determination of Segmenting, Targeting, and Positioning, promotion methods and the use of promotional media. In this case, Mitsubishi has carried out many strategies such as after-sales services to facilitate consumers in their car maintenance needs.
- d. The partial test results of the Brand Equity variable have a positive and significant influence on the level of Customer Loyalty of the Mitsubishi Canter Euro 4 car. With brand awareness, brand association, perceived quality, brand loyalty and other assets related to the brand, the level of consumer loyalty will increase again in the future.

SUGGESTION

The expected benefits of the results of this study include:

- a. For PT Krama Yudha Ratu Motor, the implementation of clear and complete Sales Promotion in order to carry out marketing activities effectively and efficiently, starting from segmentation, targeting, positioning, then determining branding and promotion media to making promo packages for each period.
- b. For readers, the results of this study are expected to increase knowledge related to the Mitsubishi Canter Euro 4 commercial vehicle and the factors that influence it. Especially those who are interested in knowing more about Euro 4 (conducting research), it is necessary to modify the independent variables, either by adding variables or adding time series data. So that it will be more objective and varied in conducting research.
- c. For readers who use the results of this study as a reference, it is necessary to pay attention to the use of data sources from the company so as not to violate the company's privacy.

FURTHER STUDY

Further research on customer loyalty can focus on several aspects, such as understanding the factors that drive loyalty, analyzing the types of loyalty, or identifying the implications of loyalty for business.

Elaboration:

- a. Factors that drive loyalty:
Researchers can investigate factors such as customer satisfaction, product or service quality, perceived value, customer experience, and emotional connection to the brand.
- b. Types of loyalty:
Researchers can classify loyalty based on the level of involvement, namely behavioral loyalty (repeat purchases), affective loyalty (liking and trusting the brand), and cognitive loyalty (believing the brand is the best choice).
- c. Implications of loyalty for business:
Researchers can examine how consumer loyalty impacts revenue, customer retention, word of mouth, and brand loyalty.
- d. Reference group influence:
Research can examine how reference groups (such as family, friends, or community) can influence consumer purchasing decisions and loyalty.
- e. Customer satisfaction influence:
Research can examine how customer satisfaction levels (compare product/service performance with customer expectations) are related to loyalty.

ACKNOWLEDGMENT

The researchers/authors would like to express their profound gratitude to all of their colleagues instructors and structural staff in the Management Study Program at the Faculty of Business, Kalbis University, for helping them finish this scientific article.

1. Prida Ariani Astuti, Ph.D., as Dean of the Faculty of Business, Kalbis University.
2. Ignatius Ario, as the Head of Management Study Program at Kalbis University.
3. All of the colleagues management lecturers who are too numerous to list individually.