

The Influence of Brand Image and Excellent Service on Consumer Loyalty at CV. Belilas Motorindo Mandiri in Selensen (Indragiri Hilir)

Risem Candina^{1*}, Mashur Fadli², Mandataris³

Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Riau

Corresponding Author: Risem Candina risem.candiana0053@student.unri.ac.id

ARTICLE INFO

Keywords: Brand Image, Service Excellent, Consumer Loyalty

Received: 19, February

Revised : 20, March

Accepted: 21, April

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ABSTRACT

This research was proposed to understand the influence between brand image and excellent service on CV. Belilas Motorindo Mandiri in Selensen (Indragiri Hilir). Rapid changes in the industrial sector have resulted in many products entering the market. Every consumer has different attitudes and behavior towards a product. Companies must be able to create innovative policies and strategies to gain the trust and loyalty of consumers which is very important. The independent variables are brand image and excellent service, while the dependent variable is consumer loyalty. The method used in this research is quantitative. The sample used was purposive sampling of CV consumers. Belilas Motorindo Mandiri Selensen. The data source used in this research is primary data obtained by distributing questionnaires, then processed using SPSS software. The results of the research prove that the variables brand image and service excellence simultaneously have a significant influence on consumer loyalty.

INTRODUCTION

Globalization can be both an opportunity and a threat for brands competing in the global market. Technological developments and reforms are carried out by world countries to win global market competition. In accordance with technological developments as we can feel in transportation tools which are increasingly developing according to consumer needs. Motorbikes have become an alternative as a means of transportation. According to Tjiptono (2004) Consumer loyalty is a customer's commitment or loyalty to a brand, shop, supplier which is based on positive values in the purchasing process over a long period of time. Consumer loyalty is very important for a company because it is to maintain the continuity of its business activities because consumers are very satisfied with the products and services provided by the company and are loyal consumers. Increasing consumer loyalty requires supporting factors such as brand image. According to Kotler & Keller (2007) brand image is the perception and belief held by consumers, as reflected in the associations that occur in the consumer's memory and are always remembered first in the consumer's mind. Apart from that, excellent service is also a supporting factor that has an influence and contribution to consumer loyalty. Excellent service is excellent service provided by the company to every consumer so that consumer needs and desires can be met to maintain consumer relationships and loyalty to the company. According to Kasmir (2017) Service excellence or excellent service is the ability of a company to provide satisfaction to consumers with standards that have been set and demonstrated by the human resources and facilities and implementers they have.

Table 1. Honda Motorcycles Offered by CV. Belilas Motorindo Mandiri Selensen

No (1)	Motorcycle Products Offered (2)
1.	Honda BeAT
2.	Honda ADV 160
3.	Honda CB 150 Verza
4.	Honda CB150R Streetfire
5.	Honda CBR
6.	Honda Forza
7.	Honda Genio
8.	Honda PCX
9.	Honda Revo
10.	Honda Scoopy
11.	Honda Supra GTR 150
12.	Honda Vario

Source: CV. Belilas Motorindo Mandiri Selensen, 2023

CV. Belilas Motorindo Mandiri Selensen sells Honda motorbike products of various types according to consumer needs. To maintain CV's brand image. Belilas Motorindo Mandiri Selensen always creates superior and appropriate strategies. This strategy was built to manage and maintain good relationships

with consumers so that consumers are always loyal to the services provided by CV. Belilas Motorindo Mandiri Selensen.

LITERATURE REVIEWS

Brand Image

The definition of brand image according to Kotler & Keller (2007) is the perception and belief held by consumers, as reflected in the associations that occur in the consumer's memory and are always remembered first in the consumer's mind. Sutisna (2003) states that brand image is the overall perception of a product or brand which is formed from information and past experiences with the product or brand.

According to Kotler & Keller (2008) explain that brand image has three dimensions, including:

1. Strength
2. Uniqueness
3. Favorites

Service Excellent

Service excellent is the ability of a company to provide satisfaction to consumers with standards that have been set and demonstrated by the human resources and facilities and implementers they have (Kasmir, 2017). According to Daryanto & Setyobudi (2014) excellent service is the best service provided by a company to meet the hopes and desires of consumers, both consumers within the company and outside the company.

According to Tjiptono (2017) there are five dimensions of service excellent to encourage loyalty, namely:

1. Reability
2. Responsiveness
3. Guarantee
4. Emphaty
5. Tangible

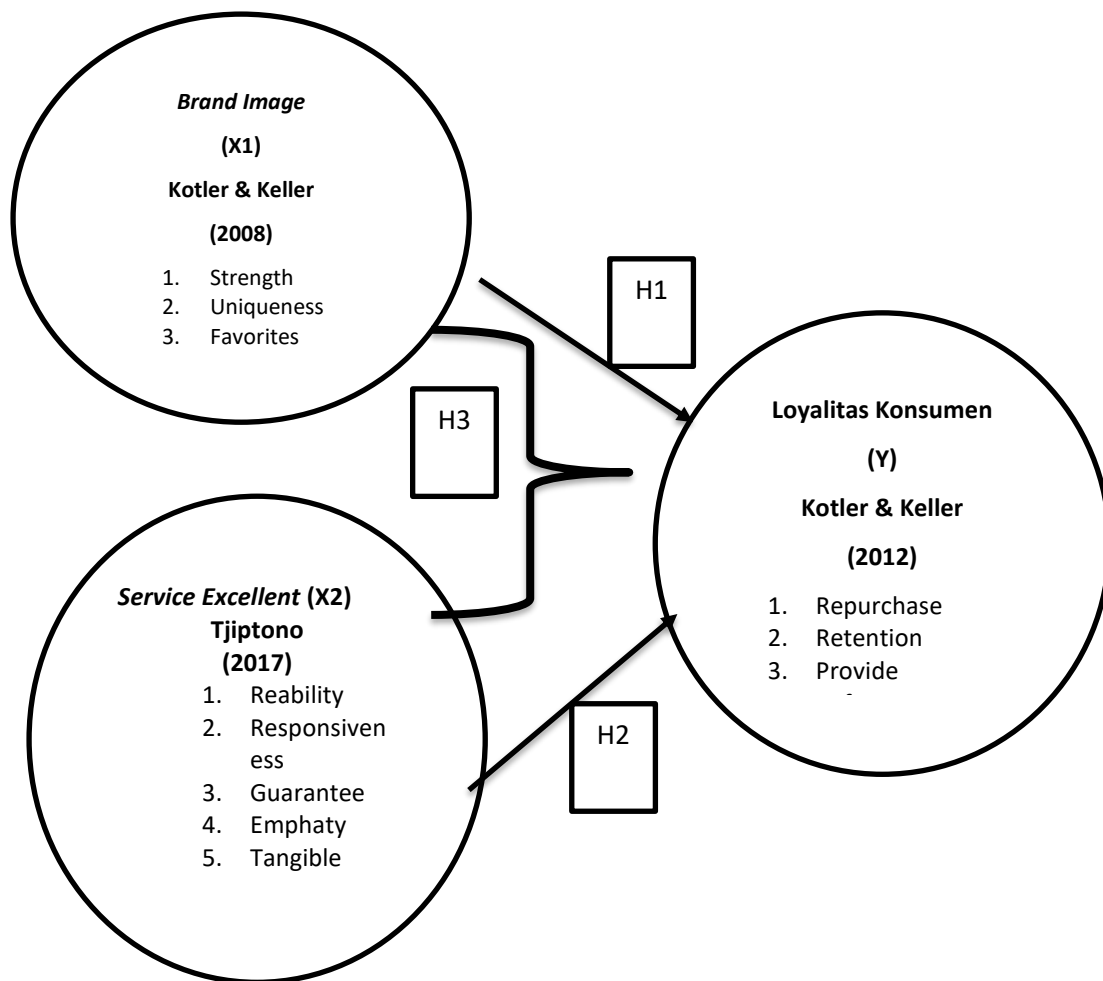
Consumer Loyalty

Consumer loyalty is a customer's commitment or loyalty to a brand, shop, supplier which is based on positive values in the purchasing process over a long period of time (Tjiptono, 2004). Sangadji & Sopiah (2013) stated that consumer loyalty is consumers who stay with a product or service company who make purchases consistently.

Kotler & Keller (2012) explained that measuring consumer loyalty can be measured using three dimensions, as follows:

1. Repurchase
2. Retention
3. Provide references

According to Sugiyono (2013), a framework of thought is a line of thinking or research flow that is used as a pattern and basis for researchers' thinking in conducting research on the target object. The framework of thought in this research is as follows:



H1: It is suspected that brand image has an influence on consumer loyalty on CV. Belilas Motorindo Mandiri Selensen.

H2: It is suspected that excellent service has an influence on consumer loyalty on CV. Belilas Motorindo Mandiri Selensen.

H3: It is suspected that brand image and excellent service have an influence on consumer loyalty to CV. Belilas Motorindo Mandiri Selensen

METHODOLOGY

In this research, the type of research used is quantitative research. According to Sugiyono (2020) quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative data analysis with the aim of testing established hypotheses.

Populasi

Sugiyono (2016) explains that population is an area that is generally formed from objects or subjects with a number of characteristics determined by

researchers. Then it is analyzed and conclusions are drawn from the analysis. In this study the population was all CV consumers. Belilas Motorindo Mandiri Selensen in 2022 will be 16,419 people.

Sample

The samples chosen in this research were consumers who had made purchases at CV. Belilas Motorindo Mandiri Selensen. The sampling technique applied is a non-probably sampling technique, where this method does not distribute equal opportunities to all members of the population who will be appointed as samples. The type of nonprobability sampling technique used in this research uses Purposive Sampling. Sugiyono (2018) Purposive Sampling is a way of concluding a sample that will take into account things according to the desired characteristics in order to ensure the number of samples that will later be studied. The number of samples in this research was 100 consumers.

RESEARCH RESULT AND DISCUSSION

Validity Test Results

Table 2. Validity Test Results

Variable (1)	Item (2)	rcount (3)	rtable (4)	Label (5)
Brand Image (X1)	BI 1	0,841	0,197	Valid
	BI 2	0,774	0,197	Valid
	BI 3	0,833	0,197	Valid
	BI 4	0,828	0,197	Valid
	BI 5	0,725	0,197	Valid
	BI 6	0,657	0,197	Valid
Service Excellent (X2)	SE 1	0,787	0,197	Valid
	SE 2	0,801	0,197	Valid
	SE 3	0,825	0,197	Valid
	SE 4	0,770	0,197	Valid
	SE 5	0,839	0,197	Valid
	SE 6	0,850	0,197	Valid
	SE 7	0,816	0,197	Valid
	SE 8	0,753	0,197	Valid
	SE 9	0,767	0,197	Valid
	SE 10	0,719	0,197	Valid
Consumer Loyalty (Y)	LK 1	0,722	0,197	Valid
	LK 2	0,447	0,197	Valid
	LK 3	0,615	0,197	Valid
	LK 4	0,613	0,197	Valid
	LK 5	0,472	0,197	Valid
	LK 6	0,617	0,197	Valid

Source: SPSS Processed Data, 2024

Based on the results of the validity test, it was found that all statements in each variable in the questionnaire were valid because they had a value of rcount

> rtable 0.197. This means that all items or indicator statements on the variables brand image, service excellence and consumer loyalty can be said to be valid and can be used in research.

Reliability Test

Table 3. Reliability Test Result

No (1)	Variable (2)	Cronbach Alpha (3)	Determination Value (4)	Label (5)
1.	Brand Image (X1)	0,868	0,60	Reliable
2.	Service Excellent (X2)	0,934	0,60	Reliable
3.	Loyalitas Konsumen (Y)	0,608	0,60	Reliable

Source: SPSS Processed Data, 2024

Based on the results of the reliability test on the variables used, the Cronbach alpha value is > 0.60. Thus, it can be concluded that the answers to the statements from all the variables used in this research are reliable and suitable for use.

Data Analysis Test

Multiple Linear Regression Analysis

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Table 4. Results of Multiple Linear Regression Tests for Brand Image and Excellent Service on Consumer Loyalty

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,512	1,071		5,149	,000
	Brand Image	,358	,052	,468	6,875	,000
	Service Excellent	,186	,027	,473	6,951	,000

A. Dependent Variable: Loyalitas konsumen

Source: SPSS Processed Data, 2024

Based on the table above, the regression equation formed in this regression test is:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 5,512 + 0,358X_1 + 0,186X_2$$

So, the results of the equation model can be interpreted as follows:

1. This constant value of 5.512 can be interpreted as if brand image and service excellence are assumed to be zero (0), then consumer loyalty is 5.512.
2. The coefficient value of the brand image variable is positive, namely 0.358, which means that for every 1 unit increase in brand image, it will increase consumer loyalty by 0.365.
3. The coefficient value of the service excellent variable is positive, namely 0.186, which means that for every 1 unit increase in service excellence, it will increase consumer loyalty by 0.186.
4. The coefficient value of the brand image and service excellent variables together is 1 unit, which will increase consumer loyalty by 0.544.

Hypothesis Testing Partial Test (t Test)

Table 5. Partial Hypothesis Test (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,512	1,071		5,149	,000
	Brand Image	,358	,052	,468	6,875	,000
	Service Excellent	,186	,027	,473	6,951	,000
A. Dependent Variable: Loyalitas konsumen						

Source: SPSS Processed Data, 2024

To find out t table, you can use the following formula:

$$\begin{aligned} df &= n - 2 \\ &= 100 - 2 \\ &= 98 \end{aligned}$$

Where:

df = degrees of freedom

n = number of respondents

With a coefficient (α) of 5% or 0.05, the ttable obtained is 1.660.

1. The results of the t test for brand image and consumer loyalty were 6.875 > 1.660. So brand image influences consumer loyalty to CV. Belilas Motorindo Mandiri, so the first hypothesis is "It is suspected that brand image has an influence on consumer loyalty to CV. Belilas Motorindo Mandiri" was accepted.

2. The results of the t test for excellent service and consumer loyalty were $6.951 > 1.660$. So excellent service influences consumer loyalty to CV. Belilas Motorindo Mandiri, so the second hypothesis is "It is suspected that brand image has an influence on consumer loyalty to CV. Belilas Motorindo Mandiri" was accepted.

Simultaneous Test Results (F Test)

Table 6. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	533,536	2	266,768	101,071	,000 ^b
	Residual	256,024	97	2,639		
	Total	789,560	99			
A. Dependent Variable: Loyalitas Konsumen						
B. Predictors: (Constant), Service Excellent, Brand Image						

Source: SPSS Processed Data, 2024

To calculate Ftable in this research, you can use the following formula:

$$df1 = k = 2$$

$$df2 = n - k - 1$$

$$= 100 - 2 - 1$$

$$= 97$$

Where:

Df = degrees of freedom

n = number of respondents

k = Number of independent variables

With an alpha significance level of 5% or 0.05, the F table obtained is 3.09. From the F test results obtained, it can be seen that the Fcount value is 101.071 > Ftable 3.09 with a significance value of $0.000 < 0.050$. Therefore, it can be concluded that H_0 is rejected and H_a is accepted, indicating that brand image and service excellence together have a significant influence on consumer loyalty.

Coefficient of Determination Test Results (R2)

Table 7. Test Results for the Determination Coefficient of Brand Image and Excellent Service on Consumer Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,822 ^a	,676	,669	1,62463
a. Predictors: (Constant), Service Excellent, Brand Image				

Source: SPSS Processed Data, 2024

The table above shows that the R square (R²) value is 0.679, it can be concluded that the contribution of brand image and excellent service variables to consumer loyalty to CV. Belilas Motorindo Mandiri is 67.9% while the remaining 32.1% is influenced by other variables not examined in this research.

CONCLUSIONS AND RECOMMENDATIONS

Brand Image has a significant effect on consumer loyalty. Where the higher the level of brand image offered by the CV. Belilas Motorindo Mandiri Selensen will create greater consumer loyalty. Excellent service has a significant effect on consumer loyalty. Where the better the excellent service offered by CV. Belilas Motorindo Mandiri Selensen will further increase consumer loyalty. Simultaneously, it can be seen that the variables brand image and service excellence have an influence on consumer loyalty. The better the brand image and excellent service offered by CV. Belilas Motorindo Mandiri Selensen will increase consumer loyalty.

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