

## **“The Influence Of Service Quality And Brand Image On Customer's Repurchase Behavior. Case Study: Honda Motorcycle Consumers In The City Of Bandung”**

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**Abstract:** One of the strategies used by many companies is by giving a good Service Quality in order to satisfy its consumers, because satisfied consumers give a big possibility to buy again the company products. But progressively sharpening competition in business environment and more various of consumer needs and wants, then other alternative strategy to create the competitive advantage by using the prime asset of company, that is, the brand of its product. Where the strategy conducted by emerging various association in consumer mind so that form an image about the brand or Brand Image, because good Brand Image believed will form consumer attitude to remain to use the brand. To know the mentioned case, hereinafter the writer conduct a research by comparing between Service Quality delivered by company with perception of Brand Image in purpose to know which one have the most significant influence to consumers' Repurchase Intention. As for the research model used in this research was adapted from the model that developed by Derek R. Allen (2004), and the research type used by writer is descriptive research by using single cross design method. Hereinafter the data-processing method done quantitatively by using SPSS (Statistical Product And Service Solution) Program version 11.0 to test Reliability, Validity with Factor Analysis, and also Multiple Linear Regression test to analyzing the research hypothesis.

**Keyword:** Service, Brand Image, Repurchase Behavior

### **1. Research Background**

Marketing (Marketing Concepts) which has developed since the 1950s, with this concept companies are required to always pay attention and know how consumers behave in fulfilling what they need or want, so that companies can plan to produce or provide products. / services whose demand has been determined by the consumers themselves, thus making it easier for companies to carry out their business activities. The purpose of the services provided by the company is of course to make their customers satisfied, so that satisfied consumers want to repurchase the products or services offered by the company, but the services provided by the company sometimes cannot fulfill what is required. expected with what consumers actually perceive, causing unsatisfied, or the increasing number of companies from competing brands trying to offer more attractive services. However, it is possible that consumers will still buy back products from the company (for example brand X) even though they have previously felt disappointed with the services provided by the company, because brand X is felt to have values that provide better value or benefits when compared to other brands, so that consumers have the perception that brand X is the best among other brands. So based on the background of the problem, the authors are interested in conducting research on the influence of Service Quality and Brand Image on consumer Repurchase Intention of Honda motorbikes, where the results of the study will be compiled under the title “The Influence Of Service Quality And Brand Image On Customer's Repurchase Behavior. Case Study: Honda Motorcycle Consumers In The City Of Bandung”.

### **2. Formulation of the problem**

1. Is consumer repurchase interest in Honda motorbikes due to the quality of service provided by the dealer (who also doubles as AHASS)?
2. Is consumer repurchase interest in Honda motorcycles due to the Honda motorcycle brand image?

### **Research purposes**

1. Which dimensions of service quality are considered important according to consumer perceptions.
2. Which elements best describe the brand image characteristics of Honda motorcycles according to consumer perceptions.

3. Identifying the relationship between service quality and brand image on consumer purchasing behavior to determine which of these two factors (service quality and brand image) most influence consumer repurchase interest in Honda motorbikes.

### 3. Literature review

#### Service Quality

According to V. A. Zeithaml and M. J. Bitner (In Chia, Chin and Chin, 2002) service is also defined as various actions, processes and results.

#### Brand

Brand is the name of a company that provides a product / service (William J. Feuss, 2003).

#### Brand Image

Feuss (2003), which simply defines a brand image as a composite that summarizes the various views of consumers on a particular brand.

#### Consumer Behavior

Consumer Behavior is the study of the behavior shown by consumers in finding, buying, using, evaluating and disposing (not reusing) products / services that are expected to satisfy their needs (Schiffman and Kanuk, 2004).

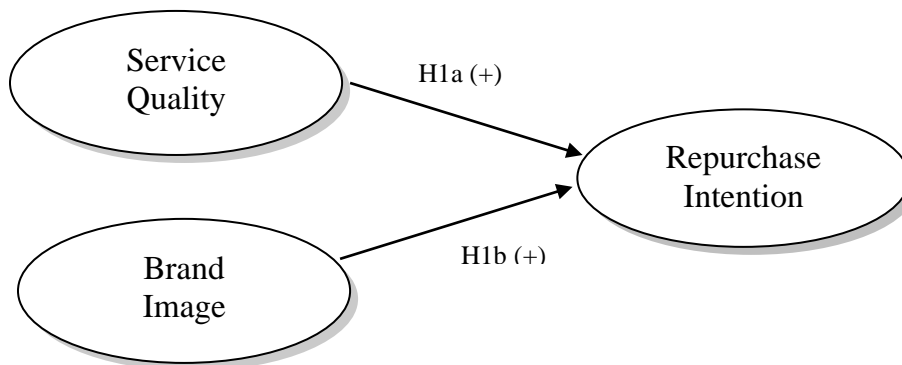
#### Repurchase Intention

According to Söderlund and Vilgon (1999) in their research which broadly links the relationship between customer satisfaction, repurchase intention, purchase behavior and profitability, it shows that there is a close relationship. between satisfaction with consumer purchasing behavior.

#### Research Conceptual Framework

The concept of the research conducted is based on the author's desire to prove whether the consumer's repurchase intention is due to the service quality carried out by the company or because of the product brand image produced by the company. . In addition, the authors also want to know which sub-variables have the greatest influence on consumer repurchase interest, whether seen from the service quality variable or product brand image if it is related to consumer repurchase interest.

### 4. Research Model



### 5. Research Hypothesis

Hypothesis 1 (a): Service Quality carried out by the company is thought to have a positive relationship with consumer Repurchase Intention.

Hypothesis 1 (b): Brand Image of the product is suspected to have a positive relationship with consumer repurchase intention.

#### Design and Research Activities

This research is descriptive in nature (descriptive research), which aims to explain the characteristics or functions of a population. The type of research is in the form of a single cross design, where the author only conducts research at a certain time to obtain data at that time with one sample taken from one population.

No	Variable	Indicator	Details	Scale
1	Service quality (Independent)	Service Quality-1 (Tangible)	It has comfortable, clean, and pleasant facilities.	1 – 5
		Service Quality-2 (Empathy/Assurance)	Have officers who are polite, attentive and can understand what is needed by you..	1 – 5
		Service Quality-3 (Responsiveness)	The officer always provides an explanation of the information you need.	1 – 5
		Service Quality-4 (Reliability)	Have a mechanic who is friendly, skilled and dexterous in repairing your motorbike.	1 – 5
		Service Quality-5 (Reliability)	The mechanic reports the results of his work and explains about the repair or replacement of spare parts that were carried out.	1 – 5
		Service Quality-6 (Reliability)	The results of his work are well received and satisfying.	1 – 5
2	Brand Image (Independent)	Brand Image-1 (Attribute)	The model / appearance is attractive and innovative	1 – 5
		Brand Image-2 (Benefit)	Provides comfort in driving.	1 – 5
		Brand Image-3 (Benefit)	Provides pride / pleasure in driving.	1 – 5
		Brand Image-4 (Benefit/Position)	The gas is more efficient when compared to other motorbikes.	1 – 5
		Brand Image-5 (Attribute)	Spare parts are easy to find everywhere.	1 – 5
		Brand Image-6 (Attitude/Value/Position)	Overall stronger / stubborn when compared to other motors.	1 – 5
		Brand Image-7 (Benefit/Position)	The resale value is higher when compared to other motorbikes.	1 – 5
3	Repurchase Interest (Dependent)	Repurchase Intention-1 (Service Repurchase)	Are you going back to servicing your motorbike in this repair shop?	1 – 5

## 6. Data Collection Design

### Data collection

1. Primary Data Resource.
2. Secondary Data Resource.

### Unit of Analysis, Number of Samples, and Sampling

The unit of analysis used in this study was Honda motorbike users whose responses were poured into a questionnaire with a total of 20 questions, consisting of 3 questions regarding demographic factors, 2 questions each consisting of the type of motorbike and duration of use, 6 questions. regarding Service Quality, 7 questions regarding Brand Image, and 2 questions regarding Repurchase Interest.

### Sampling Technique

The technique used in this research is the convenience sampling technique, which is a non-probability sampling technique that selects a sample that the researcher considers appropriate (Malhotra, 2004), thus the sample taken does not have the same probability from any existing population. The samples taken came from Honda motorbike users who performed services at PT. DAM, PD. Wijaya Motor and PD. Pasir Kaliki Motor.

### **Data analysis method**

The final results obtained after the selection were as many as 208 questionnaire data (from 230 data) which were then processed using the SPSS (Statistical Product and Service Solutions) program version 11.0 for frequency distribution analysis, reliability testing, validity with factor analysis, and linear regression testing. multiple.

### **Frequency Distribution**

Frequency distribution is a mathematical distribution to calculate the number of responses associated with different values of a variable, and the results of these calculations are usually expressed in percentage terms (Malhotra, 2004).

### **Reliability**

According to Malhotra (2004), reliability is said to be the extent to which a measurement is free from random error (XR), where the random error can be due to several factors, including personal factors (such as the respondent's education level, emotions, age, etc.), situation factors (such as a rowdy atmosphere, the situation around the research place is overcrowded, and others).

### **Validity**

Malhotra (2004) defines validity as the extent to which the difference in the value of the measurement / observation (XO) can show the actual difference between objects on the characteristics measured (XT), and the difference is not caused by random error (XR) or systematic error (XS). ) such as printing questionnaires that are not clear, the arrangement of question items is too cramped, questionnaire design is not good, and others.

### **Factor Analysis**

Factor analysis is a procedure used to reduce data (data reduction) or summarize data (data summarization), according to Malhotra (2004). Factor analysis is carried out because often a study has a very large number of variables and is related to one another.

### **Multiple Linear Regression**

Multiple Linear Regression Analysis is a method used to examine the relationship between a dependent variable and several independent variables.

$$\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_kX_k + e$$

### **Analysis of Reliability and Validity of Pretest Results**

As stated earlier, the research objective was based on the influence of Service Quality and Brand Image on Consumer Repurchase Interest.

#### **Reliability Analysis**

The pretest was carried out in the three companies of 30 Honda motorcycle user respondents, while the questionnaire filling technique used was self-administered (filling was carried out by the respondent himself), but the author still accompanied the respondent to explain the research objectives, how to fill it, and explain the purpose of each question (if needed by the respondent), and prevent missing values.

#### **Validity Analysis**

Furthermore, the analysis of the validity of the pretest results was carried out by using factor analysis, while the data processing was carried out through SPSS version 11.0.

#### **Frequency Distribution Analysis**

The questionnaires were distributed to the three companies (PT. DAM, PD. Pasir Kaliki, and PD. Wijaya Motor) located in the city of Bandung. The final results obtained were 208 Honda motorcycle users. It was said that the highest respondents were men at 88.9 percent, and the rest were women at 11.1 percent. Furthermore, from the results of the analysis based on age, it turns out that most respondents are aged 25 to 40 years (63.9 percent), and the least is respondents who are more than 50 years old (0.5 percent). The next analysis is based on occupation, where most respondents have jobs as employees or staff (42.3 percent) in both private companies and government agencies. The next sequence is students (24.5 percent), entrepreneurs (21.2 percent), professionals such as teachers or lecturers (9.6 percent), and others (2.4 percent). In the analysis based on the type of motorbike used, it can be seen that most respondents use the cub or duck type (69.7 percent), such as

Grand, Supra, Legend, Karisma, and others. This is because this type of duck has a cheaper price than sport types (such as Mega Pro, Tiger, NSR, CBR and others), fuel consumption is more efficient, maintenance is easier, and its body is lighter and slimmer so that consumer interest. to make repeat purchases of this type of duck is quite high. Based on the analysis of the length of time using motorbikes, it was found that most respondents had used their motorbikes which are now between 1 and 5 years as much as 44.2 percent, then less than 43.8 percent, and more than 5 years by 12 percent.

**Reliability Analysis**

The results of reliability testing on two independent variables, namely Service Quality (using a Perception scale only) and Brand Image show a Cronbach's Alpha value above 0.6, so it can be said that these two variables have consistent question items (Malhotra, 2004), while for The Repurchase Interest variable as the dependent variable has a Cronbach's Alpha value below 0.6, this is because the question item used only consists of 2 questions, so it is not sufficient to carry out the Reliability test.

**7. Validity Analysis**

**Analysis of KMO and Bartlett's Test**

Variable	KMO	Bartlett's Test ( <i>Significant Level</i> )
Service quality	0.819	0.000 The results of reliability testing on two independent variables, namely Service Quality (using a Perception scale only) and Brand Image show a Cronbach's Alpha value above 0.6, so it can be said that these two variables have consistent question items (Malhotra, 2004), while for The Repurchase Interest variable as the dependent variable has a Cronbach's Alpha value below 0.6, this is because the question item used only consists of 2 questions, so it is not sufficient to carry out the Reliability test.
Brand Image	0.769	0.000
Repurchase Interest	0.500	0.002

(Source: Processed data)

From this table it can be concluded that from the analysis of KMO and Barlett's Test have met the criteria for the Service Quality and Brand Image variables. However, the Repurchase Interest variable does not really show a satisfactory KMO number

**Anti Image Matrices Analysis**

Overall, the MSA results have a value above 0.5 or equal to 0.5, with the highest value being BI (Brand Image) -3 and the lowest value being RI (Repurchase Intention) 1 and 2. Thus the variables in the model are to be studied can be said to have a suitable structure with one another and is feasible for further analysis.

**Analysis of Total Variance Explained**

From the results obtained, it is known that the value of the Brand Image variable obtained is not above 60 percent, thus there are still factors in the Brand Image variable that cannot explain the information from the original variable.

**Multiple Linear Regression Analysis**

The greatest factor load value on the Service Quality variable for component 1 is in the question item SQ-5 (0.804) and for component 2 is in the question item SQ-1 (0.919). Furthermore, for the Brand Image variable, the largest factor load value for component 1 was in the BI-1 question item (0.863) and for component 2 it was in the BI-7 question item (0.838). Then the original variables from each of the question items are averaged for further use as the Representative Variable in Multiple Linear Regression Analysis for hypothesis testing.

**Analysis of R and R Square**

So based on the results of the R and R Square analysis, an R value of 0.352 which states that the relationship between SQ, BI and RI only shows a weak relationship, this is reinforced by the R Square value obtained of 0.124 which means that only 12.4 percent of the RI variable can be explained by the SQ and BI variables, while the remaining 87.6 percent (1 - 0.124) was explained by other causes not included in the research model.

**SEE (Standard Error of the Estimate) and STD (Standard Deviation) Analysis**

So with the resulting SEE value is 0.58728 and the resulting STD value is 0.62434, it can be said that the SEE value can be used as a predictor of the RI variable, because  $0.58728 < 0.62434$ ; or the estimated error rate is 0.58728

**ANOVA (Analysis of Variance)**

Then the ANOVA (Analysis of Variance) test is used to show the magnitude of the numbers to be used for the regression model feasibility test, provided that the significance number must be less than 0.05 (Malhotra, 2004). Obtained the value of F count of 14,472 with a significance level of 0.000, because the significance level of  $0.000 < 0.05$ , this regression model is suitable to be used in predicting RI.

**Coefficient Analysis**

When viewed from the influence of which component of the variable is the largest between SQ and BI in influencing RI, it can be seen that BI has a greater coefficient value than SQ because it is  $0.345 > 0.105$ , so that BI has a greater influence in determining changes from RI.

**Multicollinearity Analysis**

It can be seen that for the SQ and BI variables the magnitude of the Tolerance value is 0.841, then the VIF magnitude is:  $VIF = 1 / 0.841 = 1.189$  (rounded). From the VIF value obtained, it can be said that the SQ and BI variables are free from multicollinearity problems because  $1.189 < 5$ . Likewise for the Condition Index values generated by the SQ and BI variables are below 15, this indicates that the regression equation does not contain multicollinearity

**Results of Research Hypothesis Analysis**

In the table below, the results of the analysis of the research hypothesis using the Multiple Linear Regression equation are obtained to determine the relationship between the research hypothesis and the results of the study.

Hypothesis	Statement	t-uji	Hypothesis Supported / Unsupported Data
H1(a)	Service Quality produced by the company is thought to have a positive relationship with consumers' Repurchase Intention..	1.419	Unsupported Data
H1(b)	Brand Image is thought to have a positive relationship with consumer Repurchase Interest.	4.193	Hypothesis Supported

(Source: Processed data)

Thus it can be said that the Brand Image variable turns out to be able to prove the hypothesis of the research conducted with the results of the t-test and supporting data.

### **Analysis of Research Results**

Based on the results of the research analysis, it can be said that the role of the brand image has a significant or positive influence on consumer repurchase interest when compared to the quality of service performed by the company. The positive influence of the Brand Image is due to:

- Honda motorbikes have an attractive and innovative model / appearance (This is the BI-1 variable that is included in the Brand Attribute category).
- Honda motorbikes have a higher resale value when compared to other motorbikes (This is a BI-7 variable that is included in the Brand Benefit or Brand Position category)

### **Managerial Implications**

Based on the results of the research above, it is found that there is a significant relationship between the Brand Image variable and the consumer's Repurchase Interest variable. Thus the company can strive to improve or maintain the brand image of Honda motorbikes to the maximum so that consumers who already own a Honda motorbike will be more interested in repurchasing the Honda brand again if one day they have the opportunity to replace their old Honda motorbike. . However, with the insignificant influence of the Service Quality variable, it cannot be said that service quality does not play an important role in increasing consumer Repurchase Interest variables, service quality still plays an important role because a product / service that is marketed without good service quality will become vain; because like it or not, moving in any business the company will eventually become a service business (Keegan, 2003). Where the quality of service plays a role in smoothing the process of delivering products / services to consumers, the problems caused in the process can be identified by the quality of service and a solution is sought. However, in this case, there are still problems in the quality of service carried out by AHASS that have been identified but the solution may not be able to satisfy consumers, so this affects their interest in making repeat purchases. From the various alternative solutions for service quality suggested by the author based on the research and observations carried out and from the various suggestions submitted by consumers, there may be some solutions that have been previously carried out by the AHASS related in this study, but the authors hope for alternative solutions that have not done can be used as input or consideration for AHASS to improve the performance of the company's service quality in order to be the best when compared to other Japanese brands such as Suzuki, Yamaha, and Kawasaki.

### **8. Conclusion**

Various conclusions that can be drawn by the authors from the results of this study are:

1. Brand Image of Honda motorbikes has a positive and significant impact on consumer Repurchase Intention.
2. Service Quality performed by the company (AHASS) does not have a significant effect or can not predict changes in consumer repurchase intentions more precisely.
3. The more dominant influence than the Brand Image is due to consumer interest in making repeat purchases, especially more interested in attractive and innovative Honda motorcycle models or appearances, high resale value, strong overall quality, providing driving comfort, providing pride / pleasure in driving, as well as economical gasoline.

### **9. Suggestions for Future Research**

Based on the limitations of the research above, the suggestions for future research are:

1. Research Model. Using a model developed by Allen (2004), so that learning about consumer behavior and its relation to marketing management studies (such as loyalty, customer satisfaction, value perception, and brand image) can be known more comprehensively. In addition, companies that are the object of research can also obtain information about how the influence of consumer behavior on their financial performance.
2. Sampling Technique. Using probability sampling techniques with random sampling, where elements in a population are known and have the same probability of being selected.
3. Place of Research. Conducting research on other AHASS in the city of Bandung or outside the city of Bandung, due to differences in demographic characteristics and differences in service performance of each

AHASS allows differences in consumer perceptions of their Repurchase Interest, so that from these differences the results can be generalized by region. other.

4. As for increasing insight and knowledge, research can be carried out in different business fields, such as supermarkets, banking, hotels, aviation services, the FMCG (Fast Moving Consumer Goods) industry, and others.

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