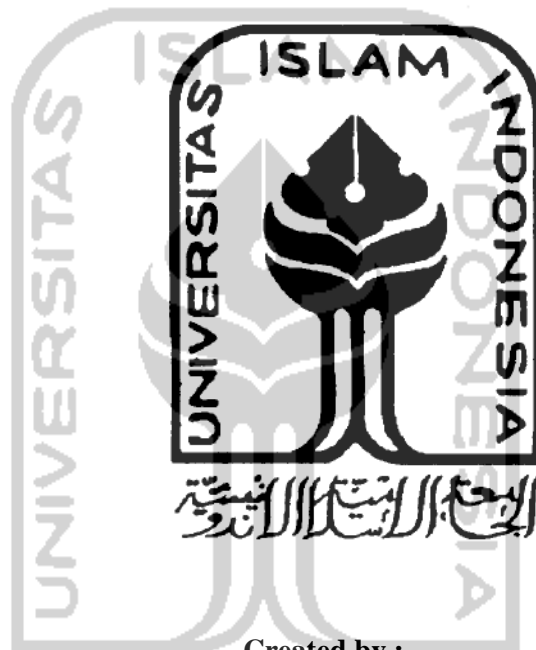


**Thesis**

**“The Effect of Product Performance Quality on Brand Reputation,  
Satisfaction and Loyalty : Study Case of YAMAHA Motorcycle in Faculty of  
Economics , Islamic University of Indonesia, Sleman, DIY.”**



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ISLAMIC UNIVERSITY OF INDONESIA**

**2011**

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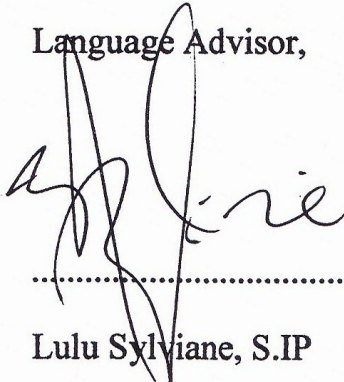
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A Bachelor Degree Thesis

By

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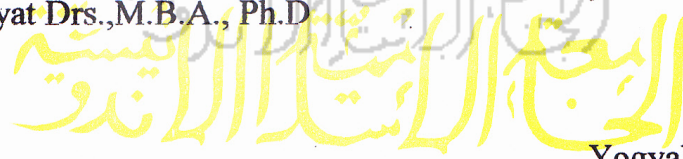
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## **Abstract**

Muhsin Alim Hamrawy. 2011. The Effect of Product Performance Quality on Brand Reputation, Satisfaction and Loyalty : Study Case of YAMAHA Motorcycle in Faculty of Economics , Islamic University of Indonesia, Sleman, DIY. Yogyakarta : International Program Faculty of Economic, Management Department, Indonesian Islamic University.

**Keywords:** Product performance quality, brand reputation, satisfaction, loyalty.

In this paper the researcher tries to empirically test the influence of performance quality toward brand reputation, satisfaction, and loyalty. Sample in this research are Bachelor students of Economics Faculty, Indonesian Islamic University, Sleman, Yogyakarta. This researches' total of sampels are 186 respondents. While data collecting conducted by using questionnaire. Results indicate by using analysis of multiple regression that performance quality have positive influence to customer satisfaction. Performance quality have positive influence to brand reputation. Customer satisfaction have positive influence to brand reputation and customer loyalty. While brand reputation have negative effect on loyalty. Second analysis is using path analysis, which it used to find the indirect effect of the relation. Product performance quality have no indirect effect on loyalty. This research conclude that performance quality and brand reputation is not the main factor that guarantees consumer become loyal. Researcher found that consumer evaluates the perceived risk in their purchasing process.



## Declaration of Authenticity

Herein I declare the originality of this thesis; there is no other work which has ever presented to obtain any university degree, and in my concern there is neither one else'e opinion nor published written work, except acknowledgement quotation relevant to the topic of this thesis which have been stated or listed on the thesis bibliography.

If in the future this statement is not proven as it supposed to be, i am willing to accept any sanction complying to the determinate regulation for its consequence.

Yogyakarta, May 27<sup>th</sup> 2011

Muhsin Alim Hamrawy



## Acknowledgements

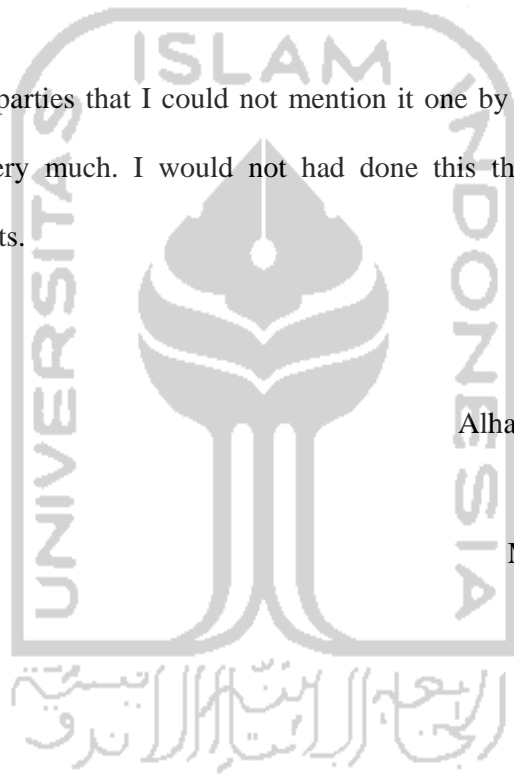


In the name of Allah, the Almighty dan the Mercyful. For all of gratefulness and kindness from Allah, finally this thesis can be done and be present to obtain the degree in bachelor of Commerce at faculty of Economics, Universitas Islam Indonesia

This thesis was acomplished with tremendous supports and efforts from many parties, i realize no one can stands alone. For all those days i have spent to create this thesis, I would like to give my sincere gratitude and appreciation to those who have always been helping and supporting me :

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Alhamdulillahilahi rabbil alamin

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# CHAPTER I

## INTRODUCTION

### 1.1. Study Background

In the consumer goods market, there are many product categories that are represented by numerous brands. Nowadays, many companies have tried to develop some strategies that can increase brand reputation by improving quality and services (Fornell, 1992). The reason of concerning this issue is because both quality and brand names have a strong effect on customer loyalty (Smith, 1992). Furthermore, the idea of implementing this strategy is to gather consumers, by offering a better product performance quality that meets the consumers' expectation. Several business practices have been concern about these issue. Casual path analysis shows perceived product performance to be the most powerful determinant (John, 1993). Large companies have also developed measurment programmes where customers evaluate quality of product and services.

As the business world has going much more competitive than ever before, the consideration of customers satisfaction and loyalty increases. Customer satisfaction has become one of the pillars in the work on total quality management (Zeithaml, 1990). Many companies attempt to create loyal customer through satisfaction on product quality performance. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key

differentiator and increasingly has become a key element of business strategy (Gitman and Carl, 2005). Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty (Farris and Phillip, 2010). Furthermore, Smith (1992), suggested that the motivation for the increase emphasis on brand names and quality that they both have a strong effect on customer loyalty. Functionally, buliding a strong brand reputation through offering the best product quality performance to enhance satisfaction, and generate it to be loyal; are necessary needed to be able to survive in the markets' tight competition.

However, most of research on quality of service has focused on customer satisfaction and paid little attention to brand reputation (Taylor,1992; Bolton,1991; Bitner and Drew,1990; Churcill,1982; Oliver,1981; Westbrook,1978). The transformation of satisfaction into loyalty, is also the key global construct of strong brand reputation. Consumers use reputation as a means of inferring quality of the product. The value of a firm's overall reputation is easily seen in its relationship to a firm's revenues; as a firm's reputation increases, so do its sales (Shapiro, 1982). A firm with a good overall reputation owns a valuable asset. To achieve credibility, a firm must first develop a reputation (Bell, 1984).

Therefore, brand reputation can be a study which is worthy to be noted as it has been acknowledge as the most influencing factor on customer satisfaction and loyalty. Due to the fact that it summarize consumers' knowledge and experience,



guiding their subsequent action; researcher believes it is important to determine how the loyalty can be improved through quality development. As several research has acknowledged the importance of customer loyalty in the business strategy, it becomes interesting for researcher to investigate the effect of product performance quality on customer loyalty. By investigating the loyalty aspect, companies can choose their priority for a better product performance quality that hopefully increases the loyal customers. Accordingly, the main objective of this study is to measure the influence of product performance quality on brand reputation, satisfaction, and loyalty.

Market competition has become much more tightly, which forces every company to be much more wise to design a competitive strategies. Especially motorcycle industries, which have consider Indonesia as their target market. In Indonesia, motorcycle has been the major transportation tool for most of the people. As the population of citizen increases the purchase of motorcycle follows to increases as well. Based on data from AISI (Industry Association Indonesian Motorcycle) motorcycle production rates tend to increases annually since the year 1996 – 2010. The growth of the motorcycle population in Indonesia has become a phenomenon. Some surveys discovered that the number of motorcycle ownership increases year by year (Susilo, 2008). Concequently, the strategies to keep loyal customers as a companys' asset were being considered by many business players in motorcycle industries. Every company compete to make their customer become loyal to them. The strategy to acquire loyal customers can be acheived, if company is able to

offer the product that is capable to fulfill their expectation. In this case, customers feel satisfied after they had consume or has the experience about the product and services.

It has been acknowledged especially in business, that satisfaction is the key success of business. With customers satisfaction, companies can increase their profit and expand their market wider (Barsky, 1992 ). Customers satisfaction has become a central issue for organization objective to create a sustainable competitive advantage. For companies, one factor that can be the indication of success in creating loyal customers, is by the satisfaction on performance quality of product and services. Indeed, better product quality can be generated, and keep the customers feel satisfied then transform them to be loyal. One of the characteristics of a loyal customers is that they will tend to make a purchase continually.

Customers' loyalty to a brand is an important concept in the marketing strategy perspective. The existence of loyal customers to a brand is essential to keep company survive. More often, this is the most effective strategy rather than pulling some new customers (Reicheld dan Sasser, 1990). Performance quality and brand reputation are the factors that influence customer satisfaction and loyalty.

This paper tries to explore the relationship between product performance quality, satisfaction, brand reputation and loyalty. This study provide an insight and practical advice as how loyalty may be improved through product performance quality. more likely focuses in product quality of “YAMAHA” motorcycle toward its satisfaction, brand reputation, and loyalty.

## **1.2. Problem Formulation**

Based on the background study and the problem identification above, there is a relation among performance quality, brand reputation, satisfaction and loyalty. The specific questions that will answered through the study are :

1. Does product performance quality have a positive effect on satisfaction?
2. Does product performance quality have a positive effect on brand reputation?
3. Does satisfaction have a positive effect on brand reputation?
4. Does satisfaction have a positive effect on loyalty?
5. Does brand reputation have a positive effect on loyalty?
6. Does product performance quality have a positive indirect effect on loyalty?

### **1.3. Research Objectives**

Several objectives have been developed for this research. Those objectives are to solve the problem formulations of this research. Those are :

1. To analyze the effect of performance quality on satisfaction.
2. To analyze the effect of performance quality on brand reputation.
3. To analyze the effect of satisfaction on brand reputation.
4. To analyze the effect of satisfaction on loyalty.
5. To analyze the effect of brand reputation on loyalty.
6. To analyze the indirect effect of product performance quality on loyalty.

### **1.4. Research Contribution**

This research is not declared for nothing. Certainly, It will give some contributions. Some of them are :

1. For evaluation to “YAMAHA” product performance quality, as a monitor and measurement on the loyalty programmes
2. For the empirical evidence and a better understanding about the effect performance quality on brand reputation, as well as satisfaction and loyalty, enriching knowledge in the applying of the theoretical framework and reality comparison.
3. For academician, this research benefits to contribute more literatures and references for further research that related.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1. Introduction**

In this part, researcher will provide some theoretical reviews that covers the extent and the range of the research discussion. The related literature review aspects are those which associated with the research topic. As this research mostly focuses on brand reputation, and its impact on product performance quality, satisfaction and loyalty, at first the researcher will discuss about the previous findings in each studies on those variables, the theoretical framework of the research, conceptual model, and the hypothesis formulation. This discussion was established to reveal the previous related literatures that have been conducted by some other researcher and to show how the research was designed to answers the hypothesis that has been constructed by the researcher.

#### **2.2. Previous Findings on Brand Reputation Studies**

Brand reputation is particularly important in the services sector owing to their intangibility and the difficulty in evaluating their quality and performance (Herbig and Milewicz, 1995; Saxton, 1998; and Shenkar and Tuchtman-Yaar, 1997). Reputation influences consumers' decisions, owing to the difficulty of assessment at the point of purchase (Llweelwyn and Drake, 1995).

For many businesses the brand name and what it represents is its most important asset on the basis of competitive advantage and of future earnings streams. Aaker, (1991) points out that customers have a strong and positive association related to the brand. According to Torseten H. Nilson, (1998) customers can mistrust companies' claims if they fail to ensure a trustful and stable brand reputation, which will be detrimental to their market share and in the end they will be overtaken by other companies' brand.

Brands become credible with strong reputation through persistency and repetition (Aaker & Joachimsthaler, 2000). Over time their programme gradually commits them to the longterm view. By creating satisfaction and loyalty, the programme indeed forces the brand to bind to the market. A brand is to be judged over the long term and a deficiency can always occur, but a brand with strong reputation support gives products the chance to recover. Strong brands thus bring about both internal mobilization and external federalization. They create their company.s panache and impetus (Kapferer, 1997).

Flynn et al. (1994) argued that quality is a critical component in the design and manufacture of products which are considered superior to those of competitors (reputation). Companies reportedly pursue product quality on the presumption that it will improve their competitive position, business success, and differentiate their products (for example Belohlav 1993; Carr 1995). Daniel and Reitsperger (1991) indicated that a strategic focus on quality has been widely considered as a

fundamental aspect of manufacturing strategy in many firms, and is likely to result in improvements in product demand thereby facilitating the building and maintenance of a competitive position (reputation). This explains that performance quality has a strong correlation toward brand reputation. Hitt and Hoskisson (1997) argued that for customers brand reputation increasingly expect products to be of high quality.

Selnes(1993) stated that the strong empirical correlation between perceived quality and satisfaction, and in turn loyalty found in several studies, could be biased, as these studies have not controlled for the effect of the brand. However, previous research conducted by Zeithmal and Shapiro (1988) has supported this idea. They have suggested that the perceived quality of a product or service is related to the reputation associated with the brand name. In some occasion, customer will only associate a product or service based in the brand.

Moorthy (1985), stated that buyers tend to use brand names as signals of quality and value and often gravitate to products with brand names they have come to associate with quality and value. Brand names can often be repositories for a firm's reputation: high-quality performance on one product can often be transferred to another product via the brand name.

According to Baldinger and Rubinson, an analysis of reputable brand should be conducted with the combined customer attitude and behavior in mind, tracking the

choice of action according to the brand's existing customer profile. The competitive brand with reputation is the crucial factor for market share growth. A high reputation allows a company to easily attract customers. Companies develop reputations for selling high-quality products and command premium prices for selling high-quality products. A reputable or recognized brand will thus often be selected over an unknown brand (Aaker, 2000). Indeed the stronger the brand reputation, the higher the loyalty from consumers. Companies brand reputation will affect consumers' choice but that price, advertisement, product features and others affects their choices as well.

A company that has successfully built its strong brand in a particular market with higher reputation to compete with other brands (Aaker, 1991) has its own loyal consumers, who truly like its brand. Their preference may be based upon an association such as a symbol, a set of used experiences, or a high perceived quality.

### **2.3. Previous Findings on Product Performance Quality Studies**

A critical factor reportedly behind product quality initiatives undertaken by many organizations has been the increasingly global nature of competition (Shank and Govindarajan 1994; Callahan and Lasry 2004). Quality is typically regarded as a key driver of competitive advantage and hence the enhancement of product quality has been of prime concern to firms (Daniel et al. 1995; Flynn et al. 1995;



Foster and Sjoblom 1996). Another supports of this study came from Porter (1991); Flynn(1995); Terziovski(1999), that found quality provides a basis for establishing and maintaining a global competitive advantage

Product quality has been recognized as a strategic organizational priority for some time. For example, Flynn et al. (1994) argued that quality is a critical component in the design and manufacture of products which are considered superior to those of competitors. Companies reportedly pursue product quality on the presumption that it will improve their competitive position, business success, and differentiate their products (for example Belohlav 1993; Carr 1995). Daniel and Reitsperger (1991) indicated that a strategic focus on quality has been widely considered as a fundamental aspect of manufacturing strategy in many firms, and is likely to result in improvements in product demand thereby facilitating the building and maintenance of a competitive position. Hitt and Hoskisson (1997) argued that customers increasingly expect products to be of high quality. Hence, product quality is often considered to contribute to the development of a firm's competitive advantage (Benson et al. 1991; Flynn et al. 1994; Judge and Douglas 1998).

Previous literature on relationship quality suggests that the quality of relationship between the parties involved is an important determinant of loyalty (Leverin and Liljander 2006; Walter, Müller, Helfert and Ritter 2003). Smith and Wright (2004) reported that product quality refers to the extent to which products meet

the expectations of customers, and argued that product quality improvement should lead to customer satisfaction and higher sales.

Another research conducted by Zeithaml and Berry (1985) have explained that the method to measure service quality and customer satisfaction were basically the same, with both based on comparison of expectation and performance; product quality was of same importance to affect consumer satisfaction as service quality. Effects of service quality include loyalty behaviors such as willingness to recommend the company (e.g., Zeithaml et al, 1996) and purchase intentions (e.g., Boulding et al, 1993; Cronin and Taylor, 1992). loyalty behaviors are influenced by customer perceptions of service quality (or experience).

#### **2.4. Previous Findings on Satisfaction Studies**

Past research by Selnes (1993), has suggested that both customer satisfaction and brand reputation are important antecedents of intended loyalty. The effect of customer satisfaction on loyalty appears to be contingent on the context, and it is suggested that satisfaction will only have a direct effect on loyalty when customers are able to evaluate product quality through their experience with the product or service.

Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty (David, 2010). Customer loyalty is often perceived as the

main consequence of customer satisfaction (eg Fornell, 1992; Fornell *et al.*, 1996; Chan *et al.*, 2003). Customer satisfaction may be perceived as a summary psychological state or a subjective summary judgment based on the customer's experiences compared with expectations. The concept has been defined in various ways, for example, as 'an overall feeling, or attitude, a person has about a product after it has been purchased' (Solomon, 1994). Customer satisfaction is not only positively related to customer loyalty, but also to brand reputation (Selnes, 1993; Anderson *et al.*, 1994; Johnson and Gustafsson, 2000; Johnson *et al.*, 2001; Oliver, 1980). Elitan(1999) argued that consumer who has experienced high level of satisfaction tend to have a strong magnitude to the brand, not just in rational and in the end it creates loyal customer. Parasuraman, Zeithaml, and Berry (1994) suggested that, service quality, product performance quality, price all influence satisfaction. Voss and Colleagues (1998) indicated that satisfaction results from the function of price, expectation, and performance which are the overall judgements.

## **2.5. Previous Findings on Loyalty Studies**

Some previous studies about loyalty has found that perceived value expressed as the ratio of perceived benefits to perceived costs is also considered as a determinant of customer loyalty (Zeithaml, 1988; Costabile, 2000; Lam et al. 2004). Customers develop loyalty towards a particular firm when there is a feeling that they are receiving greater value as compared to competitor firms (Bitner and

Hubbert, 1994; Sirdeshmukh, et al. 2002). A study by Lam et al. (2004) showed that customer value positively correlates with customer satisfaction and customer loyalty

Further, Corporate and brand image have also emerged as determinants of customer loyalty (Gronroos, 1988, Andreassen and Lindestad, 1998). According to Anderson et al. (1994), higher levels of customer satisfaction increases loyalty by building a positive corporate image. Andreassen's study (1999) has also confirmed that there is a positive relation between corporate image and customer satisfaction, which leads to loyalty. Several studies have also concluded that corporate image plays a significant role in developing customer loyalty amongst existing customers (Andreassen and Lindestad, 1998a, 1998b).

While some literatures have also suggested that switching cost has also emerged as one of the factors that affect loyalty (Zeithaml, 1981; Gronhaug and Gilly, 1991; Heide and Weiss, 1995). Switching costs involve investment of time, money, and psychological effort. Due to these factors customers are likely to refrain from shifting to another supplier of the same product/service (Guiltinan, 1989; Dick and Basu, 1994). Lam et al. (2004) has found that switching cost is positively correlated to customer loyalty and it also affects customers' tendency to recommend other customers.

Brand reputation is a source of demand and lasting attractiveness, the image of superior quality and added value justifies a premium price. A reputable brand is a strong asset, which benefits from a high degree of loyalty and stability of future sales ( Kapferer J, 1997, Aperia T, 2004).

Ekueh Roger Ngwese and Min Zhang (2007) found that consumers think that the quality reflects the level of brand reputation. Some do not believe that quality was a good judgement of a company's brand reputation. It is only when the quality is good that a customer can stick to the brand for long and will eventually become a brand loyal customer.

Furthermore, Selnes (1993) argued that the strong positive relationship between brand reputation and loyalty, could be overestimated, as these have not been controlled for the effect of experience quality and satisfaction.

## **2. 6. Theoretical framework and Hypothesis Formulation**

The theoretical basis that covers this research consists of the studies of brand reputation, product performance quality, satisfaction, and loyalty. This research's theoretical framework is based on the previous research by Selnes (1993).

## **2. 6a. Product performance quality**

Positive relation between performance quality and consumer satisfaction reasonably correspond with the Theory Rasional Expectation that has been discussed by several literature. Past research by Fornell (1987) and Andreassen (1994) found positive causal relationship and strong relation between overall performance quality and satisfaction. Selnes(1993) explained that even the consumption process will gives consumer some experience and an opportunity to inspect interinsic qualities of the product or service, but this does not mean all elements will, or may be, evaluated. In order to evaluate performance of a product or service, customers need some kind of norm for what is good or acceptable. In that term, brand name may create certain expectation in this direction (Oliver, 1980). Caddotte(1987) suggested there were two different norms customers may use as “ideal” of comparison. First, the norm might be the typical performance of a particular brand(the most preferred, the last purchased, the most popular, or other). The second can be the average performance which customers believes is typical for a group of similiar brand within product category, thus a product norm.

**H1** : Product performance quality will have a positive effect on satisfaction.

**H2** : Performance quality will have a positive effect on brand reputation.

## **2. 6b. Satisfaction**

In fact, many researchers advocates that in the effort to improve business performance; customer satisfaction should be measured and managed and its importance has led marketing scholars to recommend firms to improve their customers' satisfaction judgements because satisfaction is a key to customer loyalty and retention (Fornell et al., 1996).

Two major approaches dominate the extant literature to conceptualise customer loyalty; namely behavioural in orientation which typically infers the loyalty status of a given consumer from an observation of his or her purchase record and, attitudinal measures, which reflects repurchase intentions. It better account for the cognitive and affective components of loyalty but often suffer from low predictive power (Mittal and Kamakura, 2001). In this sense, loyalty is determined on the basis of what people think and say but with a perhaps distant relation to what they do. Cornin (1992) point out that satisfaction appears as a post-choice evaluative judgement of a specific transaction. This theoretical framework was supported by Fornell (1992), that suggests customer has an idea about how the product or service compares with an "ideal" norm.

Chun (2005: 104) states that 'links between customer satisfaction and the image of an organization have been under-researched'

**H3** : Satisfaction will have s positive effect on brand reputation.

**H4** : Satisfaction will have a positive effect on loyalty.

## **2. 6c. Brand reputation**

Brand reputation has a different construct with satisfaction. Several research that has been diminish this debate explained that reputation is a longterm and overall evaluation than satisfaction construct (Oliver, 1991; Taylor, 1992; Bolton, 1991).

Brand reputations contains consumers perception about product quality. Several researches about brands indicate that direct experience has a strong effect on brand reputation and attitude toward which can be accessed from the long term memory about the performance quality.

Brand reputation has a function to facilitates choice when product performance quality is difficult to employ (Oliver 1972 and Hoch 1986). While product performance quality is part of intrinsic cues, brand reputation is an extrinsic cue that is not part of the physical product.

The overall quality perception can be created by the brand, based on the knowledge of detail spesification associated with the product (Aaker, 1991).

Therefore, the perceived quality is determined by the perception related to the reputation associated with the brand name.

**H5 :** Brand reputation will have a positive effect on loyalty.



## 2. 6d. Loyalty

Customer loyalty includes the likelihood of future purchase or renewal of service contracts or, conversely, how likely that customer will switch to another brand (Aaker, 1991). The brand switching is influenced by technical, economical, or psychological factors. Another factor that might affect the brand switching is satisfaction, companies tend to approach satisfaction as the only viable strategy in the long term (Fornell, 1992).

Customer loyalty is supposed to have a positive impact on the performance of business units both at an aggregate level and at the individual customer level (Anderson *et al.*, 1994; Yeung and Ennew, 2000; Helgesen, 2006).

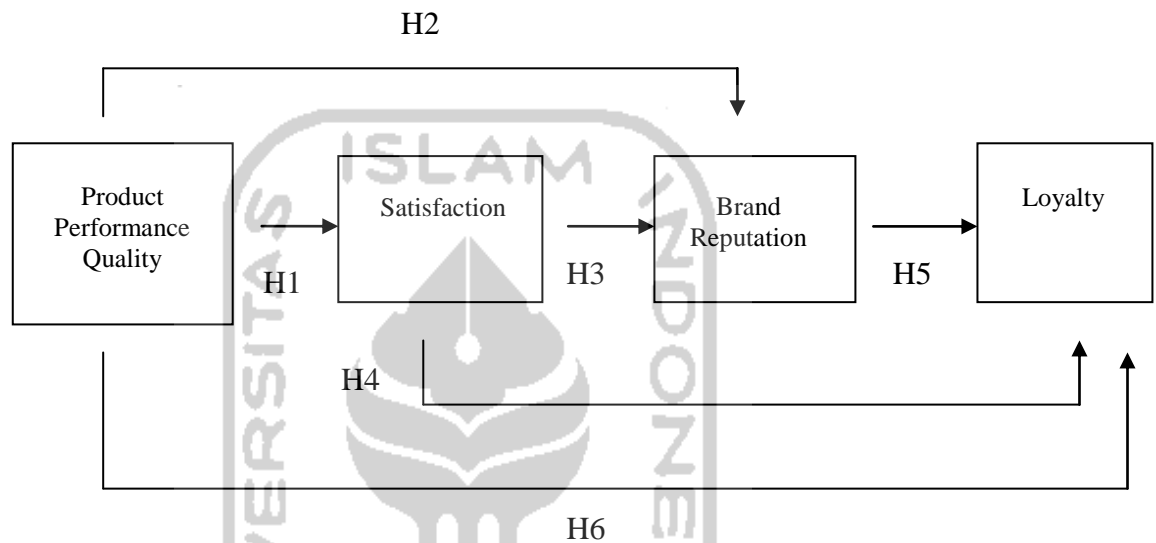
Behavioral loyalty represents the actual behavioural responses expressed over time. The measure of behavioural loyalty is operationalised on the basis of attitudinal loyalty statement, but modified to describe actual repurchase and recommend behaviour rather than intention.

**H6 :** Product performance quality will indirectly have a positive effect on loyalty.

Consecutively, the theories that has been mention above has described the theoretical process of brand reputation, product performance quality, satisfaction, and loyalty in sequence. Thus, current chain process construct the basis of this research framework.

## 2. 7. Conceptual Model

(Figure 2.7.)The relationship between performance quality, customer satisfaction, brand reputation, and loyalty was adopted from Selnes (1993) and was modified.



Source : Selnes (1993). “An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty”. *Journal of Marketing*, Vol. 27 No. 9, pp 19-35.

The research model of this paper was adopted from the previous research by Selnes (1993) and was modified. Researcher adds one more relation, which is performance quality to loyalty(H6), and it will be measured through its indirect correlation by satisfaction and brand reputation as the intervening variable. From those previous research and evidences that have been mentioned above, the research model of this paper is developed as seen on (figure 2.7.). Based on Selnes’s Model (1993), which has explained the relation of the variables of performance quality, brand reputaion, customer satisfaction and loyalty researcher develops 6 hypotheses among those relationships.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3. 1. Introduction**

In this chapter, researcher will discuss about the research methodology, which consist : the research unit analysis, population, research sample and sampling method, data collection method, research operational variables and instruments, validity and reliability, Measurement scale, and the last section the researcher will discuss about the technique and statistical tool of the research data analysis.

#### **3. 2. Unit Analysis**

The unit of analysis is a point out of study which attends to what or who should provide the data and at what level of aggregation (Zikmund, W. G. and Barry J.B., 2007). The unit of analysis in this research is individual to which the data will be collected. The individuals in this research are males and females students.

#### **3.3. Population**

According to Sekaran (2000), the definition of population is the entire group of people, events or things of interest that the researcher wishes to investigate. Specifically, the population in this research were bachelor degree students of Faculty of Economics Islamic University of Indonesia(UII), Sleman, Daerah Istimewa Yogyakarta(DIY) who owned Yamaha Motorcycle.

### **3. 4. Research Sample and Sampling Method**

Sample is a subset from a larger population (Zikmund, W. G. and Barry J.B., 2007). According to Roscoe (1975 cited by Sekaran, 2000; 96), total sum of sample between 30 – 500 is sufficient to several researches, and for multivariate research, (including multiple linear regression) the total samples must be 10 times or more than variables researched. Franklean and Wallen (1993) suggested that the minimum respondent for descriptive analysis was about 100 participants. Based on Roscoe (1975), total sample on this research is at least 50, then researcher may conclude that the total samples of 200 in this research have been sufficient. However, the completeness of the questionnaire fulfillment only reach 186. The sampling method used is convenience sampling. By this method, the author has a freedom to choose the sample that easy to be met (Cooper and Schindler, 2007).

### **3. 5. Data Collection Method**

The type of the data that will be used in this study is a primary data. Primary data is the data gathered for research from the actual site of occurrence of events (Sekaran, 2000). Primary data will be collected directly from the respondents. Therefore, this study will use a structured questionnaire to collect the information from the respondents.

### **3. 5a. Primary Data (Questionnaire)**

In this study, questionnaire is used to gather data from target respondents. The questionnaire will be divided into two sections, first section is to knowing the descriptive characteristic of respondents. Second section is expectation section where respondents were asked to fill the answers. Total number of the questionnaires which was concerned to be complete in this research was 186 questionnaires.

### **3.6. Research Operational Variables and Instrument Measurements**

Here, the definition term of operational variables on the research, which are : brand reputation, product performance quality, satisfaction, and loyalty are going to be discussed. In this section, researcher will also explain about the instrument measurement of the each variables.

#### **3. 6a. Brand Reputation**

Paul (2004) has mentioned that brand reputation is the collective representative of the multiple constituencies image of a company, built up over time and based on company's identity programs, its performance and how constituencies have perceived its behavior.

Reputation is one of the primary contributors to perceived quality: quality of products manufactured by a company today is similar to the quality of products it manufactured in earlier periods or the quality of goods in a newly developed product line is similar to the quality of a company's more established product (Sternthal et al., 1978). Reputation is the estimation of the consistency over time of an attribute of an entity (Herbig and Milewicz, 1993; Herbig et al., 1994; Milewicz and Herbig, 1994).

Brand reputation has been defined as a perception of quality associated with the name (Keller, 1990). The key function of a brand is that it facilitates choice when intrinsic cues or attribute is difficult or impossible to employ (Olson, 1972 and Hoch, 1986). Brand name has been explained as an intrinsic cue, that is, as attribute related to the product but not part of the physical product itself. A brand will thus have a perception of overall quality not necessarily based on knowledge of detailed (intrinsic) specifications associated with (Aaker, 1991).

### **Brand Reputation Measurement**

was adopted from Selnes(1993); Brown and Steve (1995).

1. **Brand Perception**, consumer opinion about the reputation or judgement of the brand.
2. **Brand Reputable**, the value and perception from the society toward the brand.
3. **Pride**, the level of consumer will feel proud and confidence to use the

brand.

4. **Prestige**, the value added, increasing the status or higher esteem for people who use the brand.
5. **Brand Trustworthiness**, the credibility of the brand.

### **3. 6b. Performance Quality**

Performance quality is the ability of product to run its function (Kotler dan Armstrong, 2000). Intrinsic cues may not be used because quality is difficult to evaluate. More often, evaluation is only through extrinsic cue such as brand name, price, and package (Zeithaml, 1988). Intrinsic cue often only can be judged at the point where the product is consumed, but it does not mean that all elements can be evaluated there. Quality judgement of product or services is determined by the consumer's perspective, therefore customers satisfaction can be achieved by giving a better performance quality. In order to evaluate performance of product or services, customers need some kinds of norm for what is good or acceptable (Selnes, 1993). Brand name may create certain expectations in that direction (Oliver, 1980). Experience with and knowledge of product class or related product may, therefore, be an important determinant of how customers judge product or service performance (Selnes, 1993).

### **Product Performance Quality Measurement**

was adopted from Selnes(1993); Ajay, Bernard, and Kohli (1997)

1. **Performance Satisfaction**, the level of customer satisfaction on the product performance quality.
2. **Performance Quality**, advance of technology, inovations, product quality.
3. **Competitor Comparison**, the comparision of product performance quality to competitors.
4. **Consumer Needs**, the ability of the product to fulfill the consumer needs.
5. **Consumer Conviction**, the level of confidence that the company will offered the best product performance quality.

### **3.6c. Customer Satisfaction**

According to Oliver (1981), satisfaction is an evaluation of the surprise inherent in the product aquisition and or consumption experience. Hazewood and Chang (1987) have suggested that satisfaction is an evaluative response or outcome of the product purchase and consumption experience resulting from a comparison of what was expected and what was received (Halstead, Hartman, and Schmidt 1994).

Customers satisfaction is a transaction-specific affective response resulting from the customer's comparison of product performance to some prepurchase standard (Hunt 1977; Oliver 1989). Tse and Wilton (1988) have described customers satisfaction as the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption.



Swan, Trawick and Carroll(1980) have explained that customers satisfaction is a conscious evaluation or cognitive judgment that the product has performed relatively well or poorly or that the product was suitable or unsuitable for its use or purpose.

Selnes (1993) has argued that satisfaction is a last evaluative judgement of a certain transaction. In addition, he has stated that satisfaction is another dimension of satisfaction which involves affect of feelings toward the product. He has mentioned that satisfaction and brand reputation are related, but it has a different element.

Customers satisfaction is an accumulation of purchase experience and consumption experience (Andreassen, 1994). Past research by Fornell (1987) has pointed out that customers satisfaction affects the purchase behavior; satisfied consumer tend to be loyal consumer, but not loyal consumer means they are satisfied.

### **Satisfaction Measurement**

was adopted from Selnes(1993); Oliver(1989); and Westbrook(1981).

1. **Superlative**, the best purchase that ever made by the consumer.
2. **Compatible**, exactly as what consumer needed.

3. **Purchase Satisfaction**, sure about the purchase and not feel guilty.
4. **Purchase Conviction**, the level of assurance to the decision to purchase.
5. **Repurchase**, probability to repurchase the same brand again.
6. **Enjoyable**, feel of comfortable, amuse, enjoy using the product.
7. **Satisfaction on Company**, the level of satisfaction on the company because its product offered.
8. **Good Impression**, impression improvement to the company.
9. **Attitude Toward**, positive attitude toward to the company.

### 3. 6d. Loyalty

Duffy (1998) has stated that focus on loyalty segmentation provide strategic and tactical insight that will assist in building strong brand reputation.

Selnes (1993) has explained that loyalty is an intended behavior related to the product or service. This include the likelihood of future purchases or renewal of service contract or, conversely, how likely it is that the customer will switch to another brand or service provider (Aaker, 1991). The economical or psychological factors, which is make it costly or difficult for the customer to change or switching brand.

However, Boulding (1993) has argued that brand loyalty of consumers happens because the affect of satisfied or unsatisfied with the brand, which accumulated

intensively besides the perception of product quality. Another important element loyalty it is supports the product expression, communicating one's experiences, that is positive word-of-mouth(Arndt, 1967). When customers recommend the product to others, this reflects a degree of loyalty (Selnes, 1993).

### **Loyalty Measurement**

was adopted from Selnes(1993) and Raju (1980)

1. **Brand Loyalty**, the intention for not switching to a different brand.
2. **Faithfulness**, tendency of in love with the brand, the level to become loyal.
3. **Positive WOM**, recommending the brand to others.
4. **Fanatism**, high motivation to the brand,because proud of purchasing the brand, love the brand.

### **3. 7. Data Validity and Reliability**

Patton (2001) has stated that validity and reliability are two factors which any researcher should be concerned about while designing a study, analyzing results and judging the quality of the study.

#### **3. 7a. Validity**

Validity determines whether the research truly measures which was intended to measure or how truthful the research results are (Joppe, 2000).

Basically, the function of the validity test is to measure and analyze whether each element of the questionnaire really explains the indicator researched or not.

Validity is the measurement that refers to the level of validity of a measurement tool. In other words, a high reliability measurement tool is identical with a high level of validity. A measurement tool respectively shows how far the collected data does not stray from the path of description in the direction of the tested variables. An instrument will be acknowledged to be valid if the instrument could measure what research variables. Technique used to perform these validity tests was Pearson's product moment correlation, with reliance level of 95% ( $\alpha=0,05$ ), conducted by correlating each item score with its total score. If the correlation value was  $> 0.3$ , then that item will be acknowledged to be valid. While, if the correlation value was  $< 0.3$ , thus it can be concluded that those items acknowledged to be invalid (Setiaji, 2004).

### **3. 7b. Reliability**

The extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable (Joppe, 2000). Reliability test is done with SPSS 17 software by putting all questions in the program to be analyzed. It uses the alpha coefficient from Cronbach alpha to find the reliability. If the result of Cronbach alpha ( $\alpha$ )  $\geq 0.6$ , thus the measurement tool (questionnaire) of the research is declared reliable to be used (Hair et. al., 1998; Sekaran, 2003).

According Sekaran (2003), the value of the Cornbach alpha can be catagorieze into:

$\alpha < 0.60$  → which means the reliability value is weak.

$0.6 < \alpha < 0.79$  → which means the reliability value can be accpeted.

$\alpha > 0.8$  → which means the reliability value is good.

### 3.7c. Pre Test of Validity and Reliability

Researcher conducted a pre-test of 40 questionnaires to the prior distribution of the questionnaire. The purpose is to analyze the validity and reliability of the items of each variable. The pre-test was also aimed to identifying the subjects' difficulty in interpreting the statements and questions in the questionnaire.

**Table 3.7.1. Validity Pre-Test**

Item-Total Statistics			
	Corrected Item- Total Correlation	Standard validity >0.3	Status
PPQ1	.689	0.3	Valid
PPQ2	.655	0.3	Valid
PPQ3	.738	0.3	Valid
<b>PPQ4</b>	<b>.175</b>	<b>0.3</b>	<b>Not Valid</b>
PPQ5	.418	0.3	Valid
LYL1	.566	0.3	Valid
LYL2	.385	0.3	Valid
LYL3	.716	0.3	Valid
LYL4	.601	0.3	Valid
STF1	.664	0.3	Valid

<b>STF2</b>	<b>.231</b>	<b>0.3</b>	<b>Not Valid</b>
STF3	.909	0.3	Valid
STF4	.892	0.3	Valid
STF5	.640	0.3	Valid
STF6	.779	0.3	Valid
STF7	.594	0.3	Valid
STF8	.683	0.3	Valid
STF9	.629	0.3	Valid
BRP1	.622	0.3	Valid
BRP2	.470	0.3	Valid
BRP3	.820	0.3	Valid
BRP4	.744	0.3	Valid
BRP5	.747	0.3	Valid

Source: processed primary data

**Table 3.7.2. Table Reliability Pre-Test**

Variable	Cronbach's Alpha if Item Deleted	Status
ppq	.770	Reliable
lyl	.773	Reliable
stf	.728	Reliable
brp	.735	Reliable

Source: processed primary data

In the validity pre-test, only item PPQ4 and STF2 that are  $<0.3$ , therefore it has to be deleted because it means the value of both items are not valid. However, in the reliability pre-test all variable is  $>0.6$ , which means all variable of the research is reliable.

### 3. 8. Variables Measurement Scale

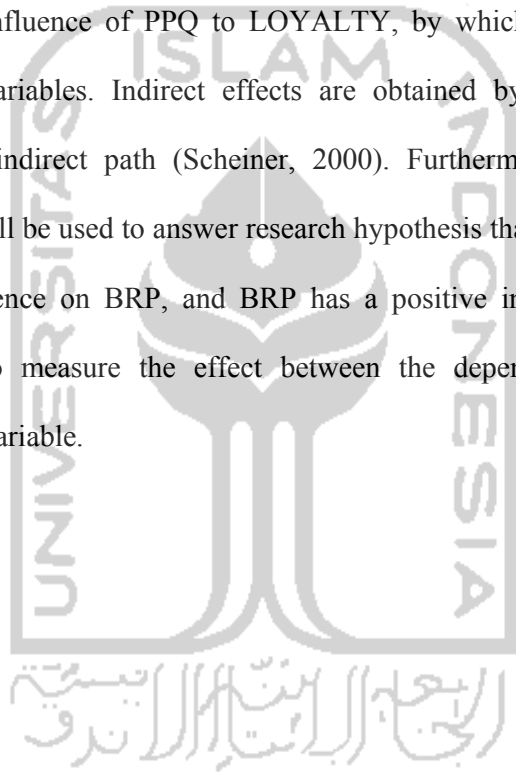
To collect the required data, a self-administered questionnaire was designed to measure the influence of product performance quality toward brand reputation, satisfaction, and loyalty. However, the questionnaire used in this study was translated into Indonesian Language to ensure the respondents understand the questions. Furthermore, a pre-test was conducted prior to the distribution of the questionnaire to analyze the validity and reliability of the items of each variable. The pre-test was aimed at identifying the subjects' difficulty in interpreting the statements and questions in the questionnaire.

The items of the variable will be measured by five-point Likert type scale.

- |                           |         |
|---------------------------|---------|
| 2. Strongly Agree (SA)    | 5 point |
| 3. Agree (A)              | 4 point |
| 4. Neither (N)            | 3 point |
| 5. Disagree (D)           | 2 point |
| 6. Strongly Disagree (SD) | 1 point |

### **3. 9. Technique and Statistical tool of Data Analysis**

The statistical tool of data analysis is using Path Analysis. In this research, statistic examination will be processed with statistic software SPSS for windows version 17.0. However, for STF(satisfaction), and BRP(brand reputation); both of them have a function as an intervening variable. Path analysis is used to analyze the indirect influence of PPQ to LOYALTY, by which STF and BRP are the intervening variables. Indirect effects are obtained by multiplying the effect among each indirect path (Scheiner, 2000). Furthermore, the multiple linear regressions will be used to answer research hypothesis that seeks whether STF has positive influence on BRP, and BRP has a positive influence on LOYALTY. These was to measure the effect between the dependent variables and the independent variable.





## **CHAPTER IV**

### **RESEARCH FINDINGS, AND DISCUSSION**

#### **4. 1. Research Description**

In this chapter the research will be explained more further based on the primary data that had been obtained through the responses from the sample of population selected. Questionnaire was designed to test the research objective, which was to prove the research hypothesis. It was to discover the responses toward hypothesized variables : product performance quality, satisfaction, brand reputation, and loyalty.

#### **4. 2. Data Collecting Process**

The questionnaire was spread to the respondents within March – April 2011.

A pre-test of 40 questionnaires was conducted to the prior distribution of the questionnaire to analyze the validity and reliability of the items of each variable.

The pre-test was also aimed to identifying the subjects' difficulty in interpreting the statements and questions in the questionnaire. Totally, 200 questionnaire were spread. After eliminating those responses, 14 responses were found incomplete with some missing answers. Only 186 responses were considered as complete.

### **4. 3. Research Findings**

Data analysis were performed by presenting the respondents' demographic characteristics, respondents' answers on the questionnaire, validity and reliability test of the research and hypothesis testing regarding Yamaha motorcycle product analysis through product performance quality, satisfaction, brand reputation, and loyalty.

#### **4. 3a. Respondents' Demographic Characteristics**

Researcher has developed six questions in the questionnaire that provide information about the respondents' demographic. The first question was respondents' gender that shows the number of the respondents, which was categorized as male and female. The second question was about the respondents' age, which has been classified into four class of intervals (see Table 1.b). The third question was generation which represents the year of study, classified into four categories (Table 1.c). The fourth question was about the respondents' major study. The fifth was respondent's monthly allowance, which was classified into four categories (Table 1.e). The last question was respondents' parents occupation (Table 1.f). These questions were necessary to obtain additional information for the research.

#### 4. 3a.1. Respondents' Gender Information

Table 1.a

Data of Gender

Gender	Quantity	Percentage
Male	106	57%
Female	80	43%
Total	186	100%

Source: processed primary data

From the table 1.a, it has shown that the respondent was dominated by male which reached 57%(106 respondents). While the rest 43%(80 respondents)was female.

#### 4. 3a.2. Respondents' Age Information

Table 1.b

Data of Age

Age	Quantity	Percentage
17 - 19 Year old	28	15%
20 - 22 Year old	145	78%
23 - 25 Year old	12	6.5%
> 25 Year old	1	0.5%
Total	186	100%

Source: processed primary data

About 145 respondents from the age of 20-22 years old (78%) dominantly participated in the survey, then, followed by the age of 17-19 years old (15%), the age of 23-25 years old (6,5%) and the rest which was also the lowest range of age was in the range above 25 years old reaching only 0.5% (1 respondent).

#### 4. 3a.3. Respondents' Year of Study Information

Table 1.c

Data of Generation

Year	Quantity	Percentage
≤2006	8	4%
2007	44	24%
2008	86	46%
2009	48	26%
Total	186	100%

Source: processed primary data

In majority, the research was participated by the the students of 2008, which was about 46%(86 respondents). The second was followed by the students of 2009, which reached 26% (48 respondents). The next was from student 2007, which there were 44 students (24%). The lowest one is from student ≤2006, which was only participated by 8 repondents (4%).

#### 4. 3a.3. Respondents' Major of Study Information

Table 1.d

Data of Major

Major	Quantity	Percentage
Economics	7	3%
Accounting	108	58%
Management	72	39%
Total	186	100%

Source: processed primary data

Students from Accounting Department was the largest respondents in this research, that reached 108 respondents (58%). Followed by those of Management Department, which was 72 respondents (39%). The rest was 7 respondents (3%) from Economic Department.

The result was obtained reasonably, because the ratio number of students who study in the Economics Department is the lower compare with Management and Accounting Department. In addition, all respondents are bachelor degree student from Faculty of Economics, Universitas Islam Indonesia; which mean that all participants has the same educational background was as bachelor(S1).

#### 4. 3a.4. Respondents' Monthly Allowance Information

Table 1.e

Data of Student Monthly Allowance

Monthly allowance	Quantity	Percentage
<1 million rupiah	94	50%
Around 1 million rupiah	89	48%
± 2 million rupiah	0	0%
> 2 million rupiah	3	2%
Total	186	100%

Source: processed primary data

The monthly allowance below than 1 million was the mostly money that respondent received, it reached 50% (94 respondents). The next was from monthly allowance around 1 million, which was about 89 respondents (48%). None of the respondents have the monthly allowance ± 2 million rupiahs. The minority was for above 2 million rupiahs monthly allowance, which was only received by 3 respondents (2%).

#### 4. 3a.5. Respondents' Parents Occupation

Table 1.f

Data of Parent's Occupation

Parent's Occupation	Quantity	Percentage
Civil servants (PNS)	69	37%
Entrepreneur	65	35%
Private employees	49	26.5%
Others : 1. Police	2	1%
2. Taxi driver	1	0.5%
Total	186	100%

Source: processed primary data

Most of the student's parents work as civil servant, which was 69 respondents(37%). Then followed by entrepreneur, which was 65 respondents(35%), and private employees, which was 49 respondents(26%). Others found as policeman, which was 2 person(1%), and a taxi driver (0.5%).

#### 4. 3b. Validity and Reliability Test

##### 4. 3b.1. Validity Test

The measurement of the validity of the items is If the correlation value was  $> 0.3$ , then that item will be acknowledged to be valid. While, if the correlation value

was  $< 0.3$ , thus it can be concluded that those items acknowledged to be invalid (Setiaji, 2004).

Table 4.3a  
Validity test

Items	Corrected Item- Total Correlation	Standard validity	
		$>0.3$	Status
PPQ1	.542	0.3	Valid
PPQ2	.446	0.3	Valid
PPQ3	.535	0.3	Valid
PPQ5	.386	0.3	Valid
LYL1	.470	0.3	Valid
LYL2	.388	0.3	Valid
LYL3	.613	0.3	Valid
LYL4	.628	0.3	Valid
STF1	.589	0.3	Valid
STF3	.609	0.3	Valid
STF4	.718	0.3	Valid
STF5	.455	0.3	Valid
STF6	.460	0.3	Valid
STF7	.508	0.3	Valid
STF8	.482	0.3	Valid
STF9	.352	0.3	Valid
BRP1	.383	0.3	Valid
BRP2	.462	0.3	Valid
BRP3	.649	0.3	Valid
BRP4	.640	0.3	Valid
BRP5	.569	0.3	Valid

Source: processed primary data



#### 4. 3b.2. Reliability Test

Reliability test was tested through the Cronbach's Alpha of each items of the variable. Significant value reached if Cronbach alpha ( $\alpha$ )  $\geq$  0.6 (Sekaran, 2003).

Table 4.3b

**Item-Total Statistics**

Variable	Cronbach's Alpha if Item Deleted	Status
Ppq	.744	Reliable
Lyl	.722	Reliable
Stf	.633	Reliable
Brp	.640	Reliable

Source: processed primary data

The data on the validity test have shown that all items in the variable was significant. The items value was  $>0.3$ , it means that the research was declare as valid. Cronbach alpha ( $\alpha$ )  $\geq$  0.6, thus the measurement tool (questionnaire) of the research is declared reliable (Sekaran, 2003). Reliability test have shown that all items of the variable was  $\alpha > 0.6$  , which means the reliability value can be accepted.

### 4. 3c. Questionnaire Result

In this section, researcher will present the data from the respondents answer to the questionnaire. This will be illustrated by the total respond which are : strongly disagree, disagree, neutral, agree, or strongly agree; through the distribution frequency of each variables.

#### 4. 3c.1. Product Performance Quality of Yamaha Motorcycle

Table 4. 3.1a. PPQ Distribution Frequency

		Frequency	Percent
Valid	SD	0	0.0
	D	0	0.0
	N	11	5.9
	A	160	86.0
	SA	15	8.1
	Total	186	100.0

Source: processed primary data

The majority of the students agree that YAMAHA motorcycle has a good product performance quality whose value reaches 86% or 160 respondents. 5.9%(11 respondents) feel uncertain or doubtful about Yamaha motorcycle's product performance quality. While 8.1%(15 respondents) strongly feel certain about Yamaha motorcycle's product performance quality. None of the respondents disapprove neither strongly deny about Yamaha motorcycle's product performance quality.

#### 4. 3c.2. Consumer Satisfaction on Yamaha Motorcycle

Table 4. 3.1b. STF Distribution Frequency

		Frequency	Percent
Valid	SD	0	0.0
	D	1	0.5
	N	26	14.0
	A	149	80.1
	SA	10	5.4
	Total	186	100.0

Source: processed primary data

The majority of the students agrees to feel satisfied with YAMAHA motorcycle. The value reaches 80.1% or 149 respondents. 5.4% (10 respondents) are strongly satisfied with Yamaha motorcycle's product. However, 14% (26 respondents) are in doubt whether they satisfied with Yamaha motorcycle's product. Only 0.5% (1 respondent) feel unsatisfied. None of the respondents were felt deeply disappointed.

#### 4. 3c.3. Brand Reputation on Yamaha Motorcycle

Table 4. 3.1c. BRP Distribution Frequency

	Frequency	Percent
Valid SD	0	0.0
D	0	0.0
N	14	7.5
A	125	67.2
SA	47	25.3
Total	186	100.0

Source: processed primary data

The majority of the students agree that YAMAHA motorcycle has a strong brand reputation. The value reaches 67.2% or 125 respondents. In advance, 25.3%(47 respondents) strongly agree that “YAMAHA” in term of motorcycle has a high brand reputation. However, 7.5%(14 respondents) were uncertain with Yamaha’s brand reputation. None of the respondents was unsure nor totally recognize with Yamaha’s brand reputation.

#### 4. 3c.4. Customer Loyalty on Yamaha Motorcycle

Table 4. 3.1d. LYL Distribution Frequency

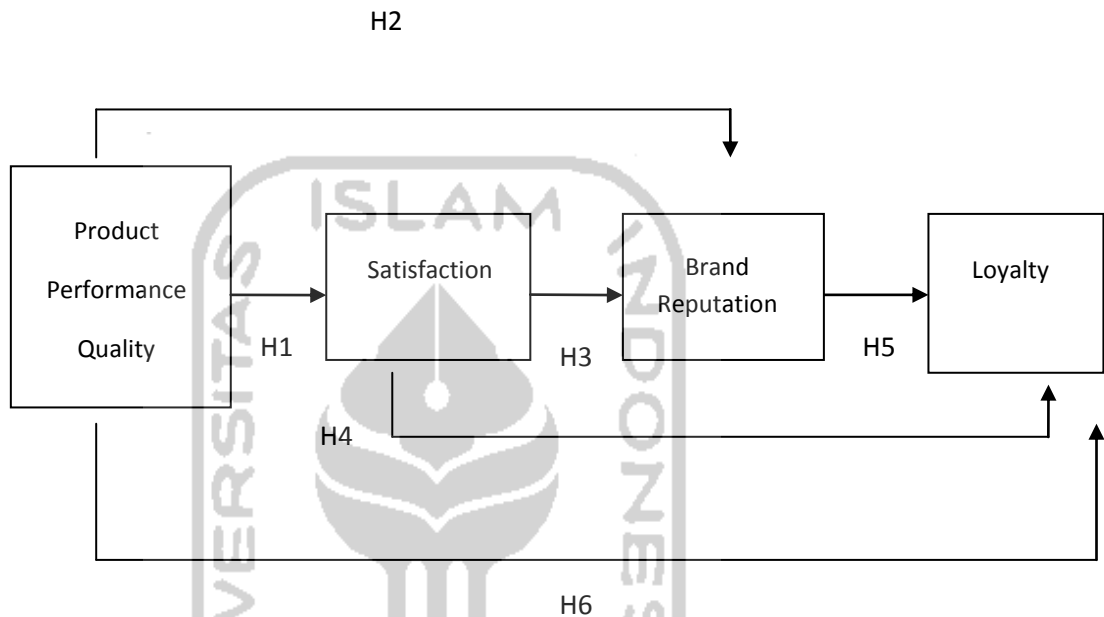
	Frequency	Percent
Valid SD	0	0.0
D	2	1.1
N	80	43.0
A	97	52.2
SA	7	3.8
Total	186	100.0

Source: processed primary data

The result was found not encouraging, it has shown that half of the students agrees to be loyal to YAMAHA brand when purchasing motorcycle (52.2%), while almost a half again feel uncertain and doubtful about their loyalty to the brand(43%). While only 3.8%(7 respondents) were eagerly loyal to Yamaha motorcycle. The rest 1.1%(2 respondent) refuse to be loyal to Yamaha motorcycle, and none of the respondents was anti-Yamaha motorcycle.

### 4. 3d. Hypothesis Testing

(Figure 4.3d) The relationship between performance quality, customer satisfaction, brand reputation, and loyalty was adopted from Selnes(1993) and was modified.



Source : Selnes (1993). “An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty”. *Journal of Marketing*, Vol. 27 No. 9, pp 19-35.

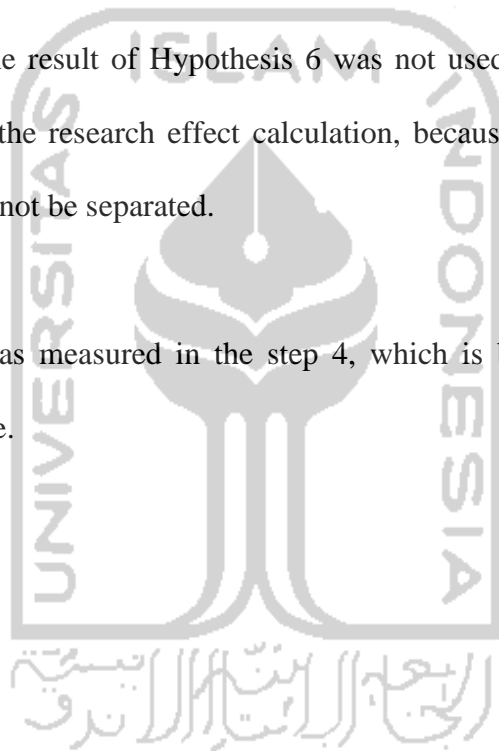
The hypothesis testing step were :

- Step 1            Measuring the effect of PPQ on STF (Hypothesis 1).
- Step 2            Measuring the effect of PPQ and STF on BRP (Hypothesis 2 and Hypothesis 3).
- Step 3            Measuring the effect of PPQ, STF, and BRP on LYL (Hypothesis 4, Hypothesis 5, and Hypothesis 6).
- Step 4            Path analysis for hypothesis 6.

The steps of calculation was according to the flow of the process. Step 2 and 3 were done with the consideration that all the variables had to be applied, and not being ignored. In other word, the purpose was to make those variables affected in one process, without separating them. This is to gain a vaild result of the data measurement.

In the step 3, the result of Hypothesis 6 was not used. It was only used for the complement of the research effect calculation, because it is one of the integrity process and can not be separated.

Hypothesis 6 was measured in the step 4, which is by calculating the indirect effect of variable.



#### 4. 3d.1. Hypothesis 1(Step 1)

Hypothesis 1 is to prove whether or not product performance quality has a positive effect on satisfaction.

*Product performance quality (PPQ)→Satisfaction (STF)*

#### 4. 3d.1a. The examination of coefficients partial regression using t-test

Functionally, T test is used to describe how significant is the effect of independent variable working alone on the dependent variable (Imam Ghozali, 2005 and Runiasari, 2008).

Table 4. 3d.1 T-test hypothesis 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.009	.255		3.960	.000
	Ppq	.703	.063	.635	11.163	.000

a. Dependent Variable: stf

Source: processed primary data

The result of t test reported for the variable of PPQ was 11.163 with significance value of 0.000. Because the value of  $t_{test} (11.163) > t_{table} (1.9729)$ , it can be assumed that there was an influence of product performance quality in satisfaction. Significance value of 0.000 ( $> 0.05$ ) indicates that the effect of performance product quality to satisfaction was significant (strong). Therefore,



hypothesis 1 was supported. Better product performance qualities are able to create consumer satisfaction.

#### 4. 3d.1b. The Examination of simultaneous effect using F-test

The simultaneous hypothesis measurement was conducted by using F-test

Table 4. 3d.2 F-test hypothesis 1

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.931	1	11.931	124.608	.000 <sup>a</sup>
	Residual	17.617	184	.096		
	Total	29.548	185			

a. Predictors: (Constant), ppq

Source: processed primary data

Based on the table 4a. 2 above, the value  $F_{test} = 124.608$  with 0.000 significant value. Because the significant value was lower than 0.05, it indicated that the F-test result was significant. Therefore, the hypothesis was accepted.

#### **4. 3d.1c. The examination of Model Summary particularly R, and Adjusted R<sup>2</sup>.**

Correlation is the method to find out the strength level between two variable or more, which described by the amount of correlation coefficient. The higher the Correlation coefficient does not describe the causal relationship of the two variable or more, but the linier relationship between it(Mattjik & Sumertajaya, 2000). The value of correlation coefficient is between -1 until 1.

-1 means it has negative relationship

0 means there is no relationship

1 means there is positive relationship

(Jihad, 2008)

The correlation coefficient, which ranges from -1 to +1 is both a measure of the strength of the relationship and the direction of the relationship. A correlation coefficient of 1 describes a perfect relationship in which every change of +1 in one variable is associated with a change of +1 in the other variable. A correlation of -1 describes a perfect relationship in which every change of +1 in one variable is associated with a change of -1 in the other variable. A correlation of 0 describes a situation in which a change in one variable is not associated with any particular change in the other variable

Table 4.3d.3 Model Summary R Hypothesis 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 <sup>a</sup>	.404	.401	.30943

Source: processed primary data

The result of the Correlation coefficients (R) was 0.635, which indicates that the value was approaching to 1. This means that correlation between independent variables and dependent variable was strong and positive.

#### 4. 3d.2 Hypothesis 2 and Hypothesis 3 (Step 2)

1. Hypothesis 2 is to prove whether or not product performance quality has a positive effect on brand reputation.
2. Hypothesis 3 is to prove whether or not satisfaction has a positive effect on brand reputation.

*Product performance quality (PPQ) & Satisfaction (STF) → Brand Reputation(BRP)*

#### 4. 3d.2a. The examination of coefficients partial regression using t-test

Table 4.3d.4 . T-test Hypothesis 2 and Hypothesis 3

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.316	.297		1.064	.289
	Ppq	.477	.091	.359	5.229	.000
	Stf	.494	.082	.411	5.989	.000

a. Dependent Variable: brp  
Source: processed primary data

The result of t test reported for the variable of PPQ was 5.229 and variable of STF was 5.989 with significance value of 0.000. Because the value of both  $t_{test} > t_{table}$  (1.97301), it can be assumed that there is an influence of product performance quality and satisfaction in brand reputation. Significance value of 0.000 ( $> 0.05$ ) indicates that the effect of performance product quality and satisfaction to brand reputation was significant (strong). Therefore, hypothesis 2 and hypothesis 3 were supported.

#### 4. 3d. 2b. The Examination of simultaneous effect using F-test

Table 4. 3d.5. F-test Hypothesis 2 and Hypothesis 3

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	20.687	2	10.343	86.381	.000 <sup>a</sup>
	Residual	21.913	183	.120		
	Total	42.600	185			

a. Predictors: (Constant), stf, ppq  
Source: processed primary data

Based on the table 4b. 2 above, the value  $F_{test} = 86.381$  with 0.000 significant value. Because the significant value was below than 0.05, it indicated that the F-test result was significant. Therefore, the hypothesis was accepted. Product performance quality and satisfaction simultaneously affect the brand reputation.

#### 4. 3d. 2c. The examination of Model Summary particularly R and Adjusted R<sup>2</sup>.

Table 4. 3d.6. Model Summary R Hypothesis 2 and Hypothesis 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 <sup>a</sup>	.486	.480	.34604

a. Predictors: (Constant), stf, ppq

Source: processed primary data

The relust of Coefficients correlation (R) was 0.697, which indicates that it was approaching to 1. This means that correlation between independent variables and dependent variable is strong and positive.

**4. 3d. 3. Hypothesis 4, hypothesis 5, and hypothesis 6 (Step 3)**

1. Hypothesis 4 is to prove whether or not satisfaction have a positive effect on loyalty.
2. Hypothesis 5 is to prove whether or not brand reputation have a positive effect on loyalty.
3. Hypothesis 6 is to prove whether or not product performance quality have a positive effect on loyalty.

*Product performance quality (PPQ), Satisfaction (STF), & Brand Reputation(BRP) →Loyalty (LYL)*

#### 4. 3d. 3a. The examination of coefficients partial regression using t-test

Table 4. 3d.7. T-test Hypothesis 4, Hypothesis 5, and Hypothesis 6

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.005	.345		.014	.989
	Ppq	-.160	.113	-.105	-1.410	.160
	Stf	.919	.105	.666	8.785	.000
	Brp	.153	.086	.133	1.779	.077

a. Dependent Variable: lyl

Source: processed primary data

The result of t test reported for the variable of STF was 8.785 with significance value of 0.000. Because the value of  $t_{\text{test}} (8.785) > t_{\text{table}} (1.97301)$ , it can be assumed that there was an influence of satisfaction in loyalty. Significance value of 0.000 ( $> 0.05$ ) indicates that the effect of satisfaction on loyalty was significant (strong). Therefore, hypothesis 4 was supported.

Meanwhile, the result of t test reported for the variable PPQ and BRP was  $< t_{\text{table}}$ . The value of the t test both variable product performance quality(-1.410) and brand reputation(1.779) was not found significant, in which the result was not encouraging. Unfortunately, BRP almost reach the critical value of significant, the difference was 0.2 . Therefore hypothesis 5 was not supported. However, hypothesis 6 cannot be measure using multiple linear regression regarding the relation model. Product performance quality may not directly effect loyalty, it

needs satisfaction and brand reputation as its intervening variable. Therefore path analysis used to analyze the indirect effect.

#### 4. 3d. 3b. The Examination of simultaneous effect using F-test

Table 4. 3d.8 F-test Hypothesis 4, Hypothesis 5, and Hypothesis 6

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.961	3	8.987	55.770	.000 <sup>a</sup>
	Residual	29.328	182	.161		
	Total	56.289	185			

a. Predictors: (Constant), brp, ppq, stf

b. Dependent Variable: lyI

#### 4. 3d. 3c. The examination of Model Summary particularly R and Adjusted R<sup>2</sup> and F test.

Table 4. 3d.9 Model Summary Hypothesis 4, Hypothesis 5, and Hypothesis 6

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 <sup>a</sup>	.479	.470	.40143

a. Predictors: (Constant), brp, ppq, stf

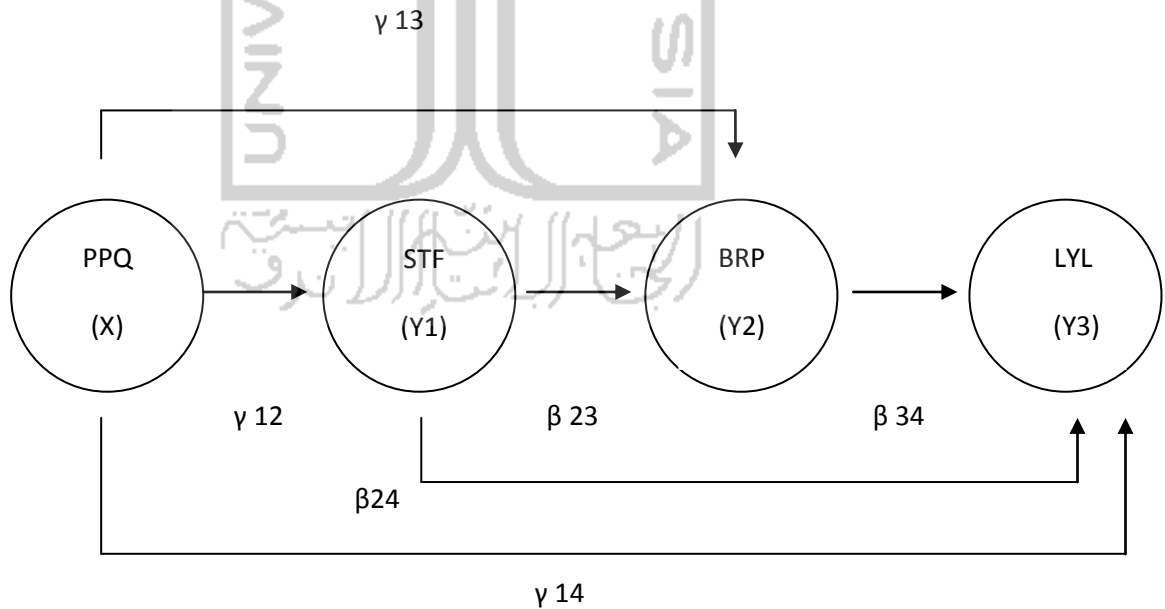


The result of Coefficients correlation (R) was 0.692, that indicate it was approaching to 1. This means that correlation between independent variables and dependent variable is strong and positive.

#### 4. 3d. 4. Path Analysis (Step 4)

The purpose of the path analysis measurement was to discover the indirect effect of the relationship model, which is to prove the hypothesis 6.

Figure 4. 3d.10. Path Analysis



At First, the measurement of path analysis is by finding the value of each coefficient beta in the hypothesis.

Note :

$\gamma_{12}$  = The coefficient beta of Hypothesis 1

$\gamma_{13}$  = The coefficient beta of Hypothesis 2

$\beta_{23}$  = The coefficient beta of Hypothesis 3

$\beta_{24}$  = The coefficient beta of Hypothesis 4

$\beta_{34}$  = The coefficient beta of Hypothesis 5

$\gamma_{14}$  = The coefficient beta of Hypothesis 6

Tabel 4.3d.11. Coefficient Beta

Correlation effect	Value Coefficient Beta	Sig.
Hypothesis 1 ( $\gamma_{12}$ )	0.635	.000
Hypothesis 2 ( $\gamma_{13}$ )	0.359	.000
Hypothesis 3 ( $\beta_{23}$ )	0.666	.000
Hypothesis 4 ( $\beta_{24}$ )	0.411	.000
Hypothesis 5 ( $\beta_{34}$ )	0.133	.077
Hypothesis 6 ( $\gamma_{14}$ )	-0.105	.160

Source: processed primary data

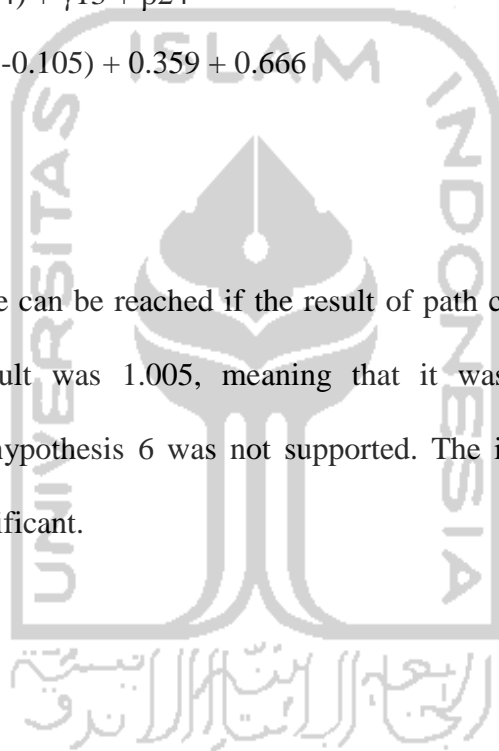
Researcher analyzed with regression analyses in order to reveal the logic that underlies the computations in dedicated packages.

Secondly, the result of coefficient beta will be multiplied with the effect along the indirect path. Indirect effects are obtained by multiplying the effects along each indirect path (Scheiner, 2000).

Path analysis Product Performance Quality(PPQ) →Loyalty (LYL)

$$\begin{aligned} &= (\gamma_{12} * \beta_{23} * \beta_{34}) + \gamma_{13} + \beta_{24} \\ &= (0.635 * 0.411 * -0.105) + 0.359 + 0.666 \\ &= 1.005 \end{aligned}$$

Significant value can be reached if the result of path coefficient is  $\leq 0.05$  (Zaenal, 2011). The result was 1.005, meaning that it was not significant ( $> 0.05$ ). Therefore, the hypothesis 6 was not supported. The indirect effect of PPQ on LYL was insignificant.



#### 4. 4. Discussion

All the data has completely been analyzed. Finally, the result will be discussed in this part. The researcher will compare research result to the previous studies.

As Hypothesis one, the research tested product performance quality effect on satisfaction. The result of the hypothesis analysis shows that product performance quality has made a significant effect on satisfaction. The T- test, F-test, R Model Summary had shown a significant result. The research shows that consumer satisfaction indicates how far the company has offered the product as what consumer expected. Better product performance quality may increase consumer satisfaction. H1= Product performance quality will have a positive effect on satisfaction. Therefore, Hypothesis 1 is supported, and it is consistent with previous study.

Further, product performance quality has proven to have a significant effect on brand reputation as seen on the result of hypothesis analysis. All the result of the test has found significant. This result supports the second hypothesis, that the product performance quality has a positive effect on brand reputation. The good company achievement in offering a better product performance quality will be recognized by the whole society. Better product performance quality improves brand reputation. This Hypothesis 2 is supported, and it is consistent with previous study.

Satisfaction has demonstrated a significant effect on brand reputation. The research has investigated that the experience of satisfaction will influence the consumers' appraisal about the brand reputation. If consumers feel satisfy, the brand reputation will increase. Because of the consumers' perception that the brand offers a good quality, in concequences they feel satisfied. Thus, H3= Satisfaction will have a positive effect on brand reputation; is supported and it is consistent with previous study.

The hypothesis 4 was supported with the research. Satisfaction has proven to have a positive effect on loyalty. The magnitude level of satisfaction shows that satisfaction directly will affect loyalty. If consumers feel satisfy, they will be loyal. As a result, H4= Satisfaction will have a positive effect on loyalty; is supported, and it is consistent with previous study.

On the contrary, the research had discovered that hypothesis 5 was found not supported. Brand reputation did not significantly influence loyalty. Brand reputation is not a guarantee to make consumers to become loyal. This was against the theory which has been discussed in the literature review and hypothesis formulation. In this research, which used Yamaha motorcycle as the object research, and FE UII students as the subject research; consumer did not determine the reputation of the brand to turn them into other brand. The test of the hypothesis 5 has discovered that brand reputation is not positively affect loyalty.

In this case, hypothesis 5 is not supported, and it is not consistent with the previous study.

While the result of the path analysis to measure hypothesis 6 was also found not supported. Product performance quality was not positively have direct neither indirect influence on loyalty. Researcher found that the performance quality did not have a strong influence in the case of FE UH students' brand loyalty on Yamaha motorcycle. In fact, Product performance quality is not positively have an indirectly effect on loyalty. Therefore, hypothesis 6 is not supported, and it is not consistent with the previous study.

In the end, both variables : product performance quality and brand reputation were found not significant compare with the hypothesis. Thus, it is shown that product performance quality and brand reputation are not the main factors that affect consumer loyalty, regarding in the purchase of motorcycle product. Product performance quality only give a significant result on consumer satisfaction and brand reputation, while not on loyalty. However, consumer satisfaction was found having a significant effect on loyalty and brand reputation.

## CHAPTER V

### CONCLUSION, IMPLICATION, LIMITATION, AND RECOMMENDATION

#### 5.1. Conclusion

The variables that discussed in this study were : product performance quality, satisfaction, brand reputation, and loyalty. Meanwhile, The research has discovered some postive and negative findings compare with the hypothesized variables.

Positive findings were found on product performance quality, which proven to have a significant effect on satisfaction and brand reputation. This finding actually supports the first and the second hypothesis. Another significant findings was found on satisfaction, which proven have a positive effect on loyalty, as well as on brand reputation. This findings exactly supports hypothesis 3 and hypothesis 4.

On the other hand, inconsistent findings were also found in this research compare with the prvious studies. Brand reputation was not proven to have a significant effect on loyalty. The same result were found on product performance quality, which neither on direct nor indirect path has shown insignificant effect on loyalty. Based on the research that has been done, stundents were not loyal on Yamaha motorcycle, the motorcycle's good quality performance and high brand reputation did not significantly influence their loyalty.

Product performance quality and brand reputation is not the main factor that influence consumer to become loyal. Nowadays consumers are much more smarter, consumers are really concern about evaluating the perceived risk rather than to consider the product performance quality or its brand reputation. Over time, performance can change, based on the research, motorcycle shoppers also evaluate their perceived risk in purchasing, not only just of its reputation. No matter how popular is the brand and how good the performance quality, money talks.

In addition, consumers' product knowledge will determine consumers' perception about the product performance quality. Consumer will say whether the product performance quality is good or not depends on their knowledge about the product or they will compare with other competitor who has the same product line.

## **5. 2. Implication**

It has been widely recognized that technology, design, features, and other aspect of product performance quality revolutionize time by time, even in the motorcycle industries. Even though product performance quality is important, it is not the main issue to win the competition for customer loyalty. Companies must be aware of the market changing to be able to keep better than the competitors. Loyalty is not only driven by internal quality improvements, but also by the more traditional external activities familiar to marketing managers, such as : advertising, public relation, packaging, and so on. Customers have a limited ability to evaluate



product quality, brand reputation, while not on satisfaction (Selnes, 1993). In this case, segments loyalty which is driven by customer satisfaction should be considered. By considering the consumers' needs and wants, customer satisfaction strategy seems to be the key on building loyal customers.

Another managerial implication of this study is that companies should concern about monitoring loyalty programmes. Past research has suggested the study indicating that in addition to performance and satisfaction, companies should monitor brand reputation (Selnes, 1993). However, this research concerns about the fragility of brand reputation. Brand reputation is not a guarantee to make the consumer loyal. High quality brand has a responsibility to maintain its quality as a consequence of the brand image. The position of brand reputation will decline, loyal customers will disappear, unless company can give a value added better than competitor, and always maintain the product in the markets' tight competition. Kasali (1998) point out that only a creative company that can continue to survive. Companies should be able to change their products, packaging, approach, how to handle its market and segments from time to time.

It is important to manage the brand reputation as a part of loyalty programmes. The brand are related to the consumers perception of how their interest and welfare are considered to the brand. This perception will help the consumer to feel secure for future satisfaction. Finally, the individual would feel committed to the

brand and would manifest a prediposition to pay more to that brand; they tend to be loyal.

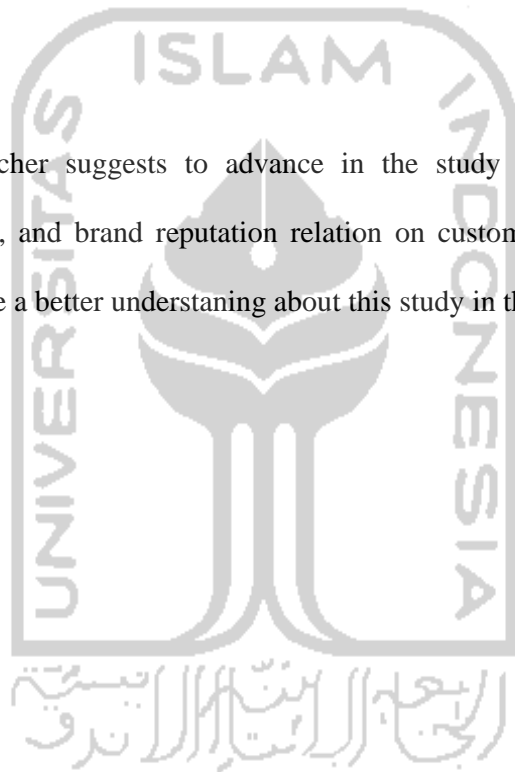
### **5. 3. Research Limitation**

One limitation of this study comes from the fact that the field research was conducted in Sleman, Yogyakarta. Respondents are only bachelor degree students Faculty of Economics, Islamic University of Indonesia. As far as the sampling method was concerned, limitations relate to the different types in errors inherent in the research. The major limitation of the present study is internal validity(Cook, 1979). Another limitation of this study such as lack of representative and the subjectivity of its finding (Malhotra,2004). Crocker and Algina (1986) note that when a respondent answer a set of test items, the score obtained represents only a limited sample of behavior. As a result, the scores may change due to some characteristic of the respondent, which may lead to errors of measurement. These kinds of errors will reduce the accuracy and consistency of the instrument and the test scores. The object study is product performance quality of “YAMAHA” motorcycle. The respondents are only the students who owned “YAMAHA” motorcycle.

#### 5. 4. Recommendation

Based on the conclusion above, researcher suggests as follows:

1. This research was analyzed using multiple linear regression and path analysis. For future study, researcher suggests to use Structural Equation Model (SEM) to test the variable so it can obtain a better result.
2. Researcher suggests to advance in the study of product performance quality, and brand reputation relation on customers' loyalty, in order to acheive a better understanding about this study in the future.



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## Appendices A

### QUESTIONNAIRE

This Questionnaire is purposed to analyze the effect of product performance quality on satisfaction, loyalty, and brand reputation of YAMAHA motorcycle.

Please examine the statements by giving (X) as an answer of the provided option or space.

Gender :

- a. Male
- b. Female

Age :

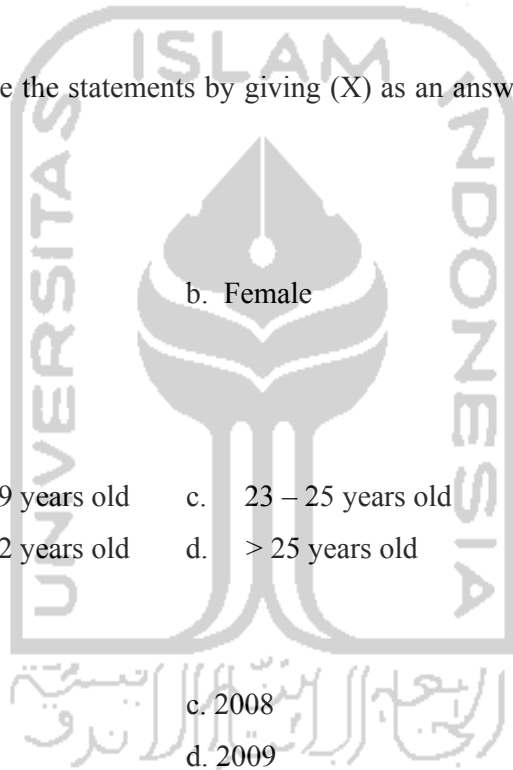
- a. 17 – 19 years old
- b. 20 – 22 years old
- c. 23 – 25 years old
- d. > 25 years old

Generation :

- a. ≤ 2006
- b. 2007
- c. 2008
- d. 2009

Major :

- a. Economics
- b. Accounting
- c. Management



Montly allowance :

- a. <1 million
- b. About 1 million
- c. ±2 million
- d. >2 million

Parents Occupation :

- a. Civil Servant
- b. Entrepreneur
- c. Private Employee
- d. Others .....(mention it)

Note to answer:

- SA : Strongly Agree
- A : Agree
- N : Neither Agree or Disagree
- D : Disagree
- SD : Strongly Disagree



No.	Statements	Answers				
		SA	A	N	D	SD
	Product Performance Quality					
1.	I feel satisfied about the motorcycles' quality performance					
2.	Company always tries to improve their product through innovations and advance technology					
3.	Motorcycles' quality performance is better than competitors					
4.	The motorcycles' quality performance actually have fulfill my needs in riding					
5.	I believe that company has offered the best quality to its product					
	Loyalty					
6.	Although there are many brands, I tend to purchase the same brand					

7.	If I had love a brand, i would not change to other brand					
8.	If someone asking for advice, I will recommend the motorcycle brand that I used					
9.	I feel proud with my motorcycles' brand					
	Satisfaction					
10.	My motorcycle is the best motorcycle that I ever buy					
11.	My motorcycle is exactly as what i need					
12.	I was satisfied with my decision to buy my motorcycle					
13.	I am concerned that my decision to buy the motorcycle was a wise decision					
14.	If I could do it over again, i will still wont change into a different brand					
15.	Honestly, i feel enjoy to ride my motorcycle					

16.	I feel satisfied with the motorcycle company					
17.	My good impression to the motorcycle company improves					
18.	I have a positive attitude toward to the motorcycle company					
	Brand Reputation					
19.	In my opinion, my motorcycle brand is famous					
20.	My motorcycle brand has a high reputation in my society					
21.	I feel proud with the reputation of my motorcycle brand					
22.	My motorcycle brand increases my performance					
23.	My motorcycle brand is a credible brand					

Respondent	PPQ1	PPQ2	PPQ3	PPQ5	LYL1	LYL2	LYL3	LYL4	STF1	STF3	STF4	STF5	STF6	STF7	STF8	STF9	BRP1	BRP2
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Respondent	BRP3	BRP4	BRP5	ppq	lyl	stf	brp
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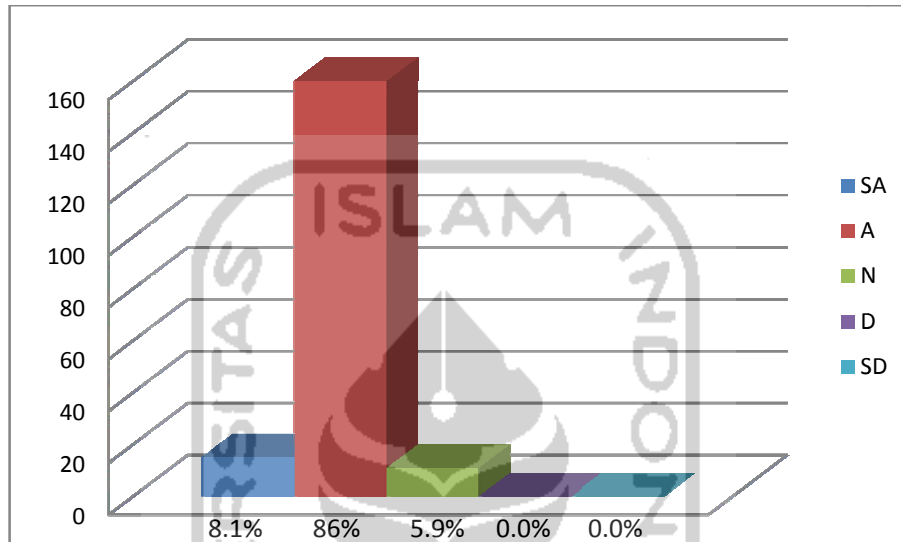


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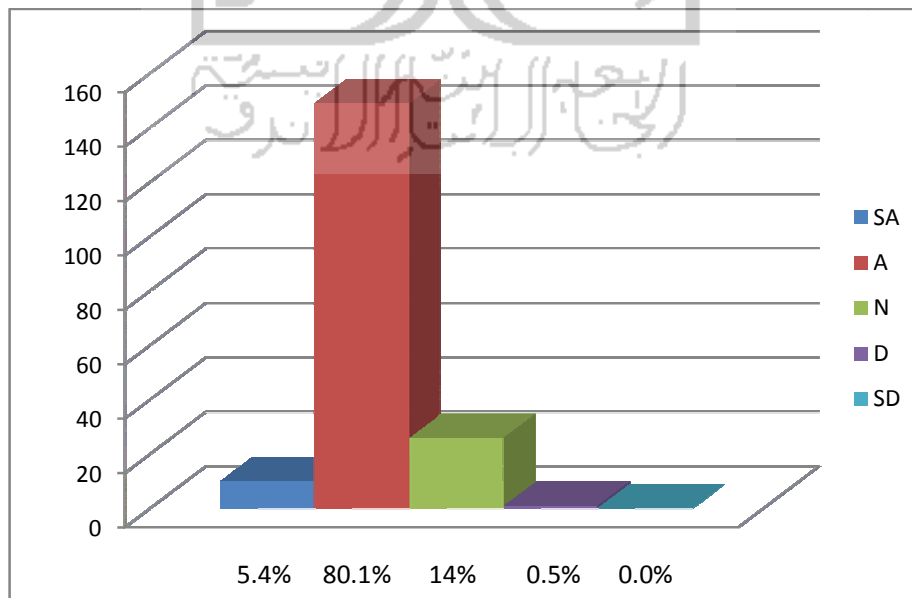


## Appendices C

### A. PPQ Distribution Frequency Chart

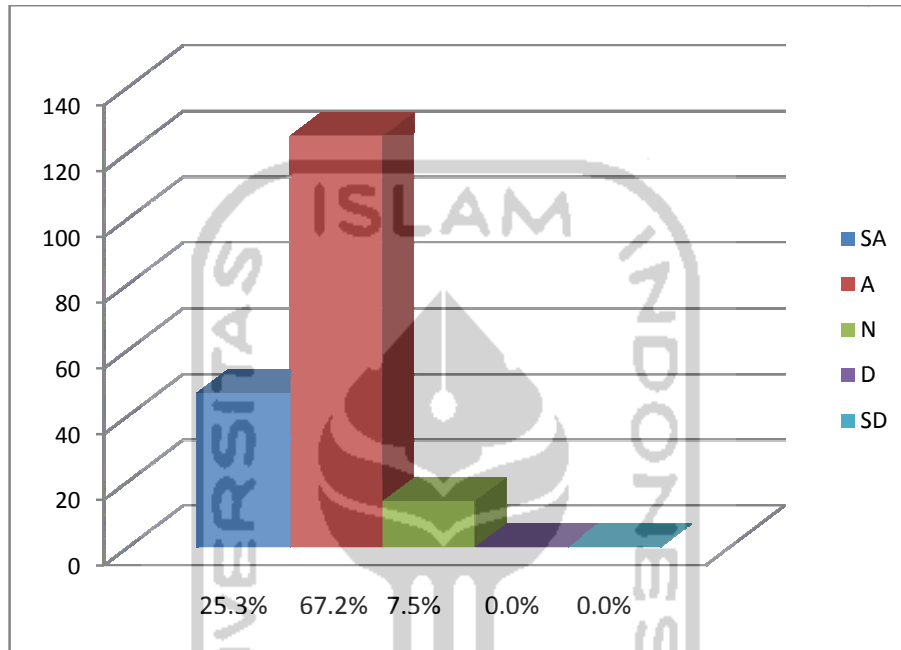


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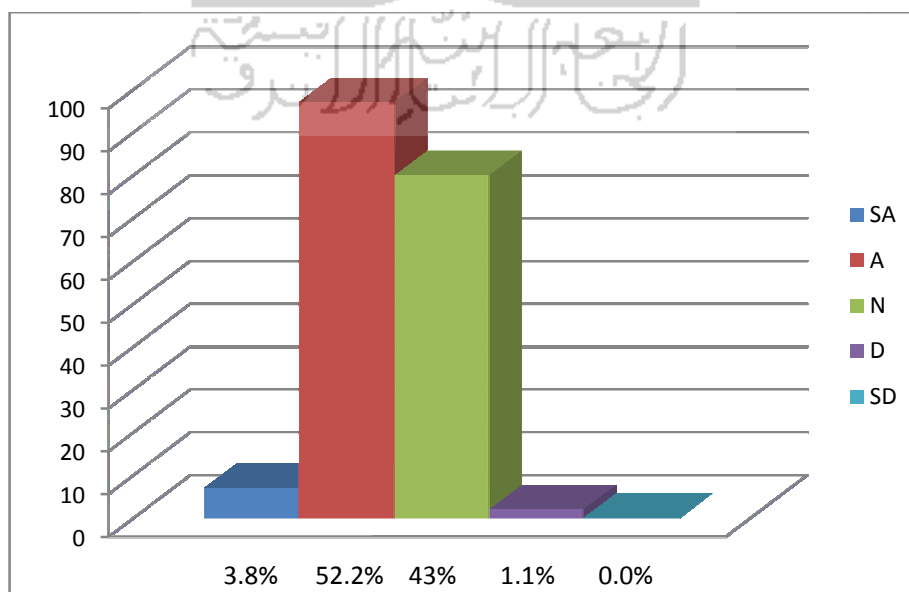


## Appendices D

### C. BRP Distribution Frequency Chart



### D. LYL Distribution Frequency Chart



## Appendices E

Validity Pre-test after item PPQ4 and STF2 has been deleted

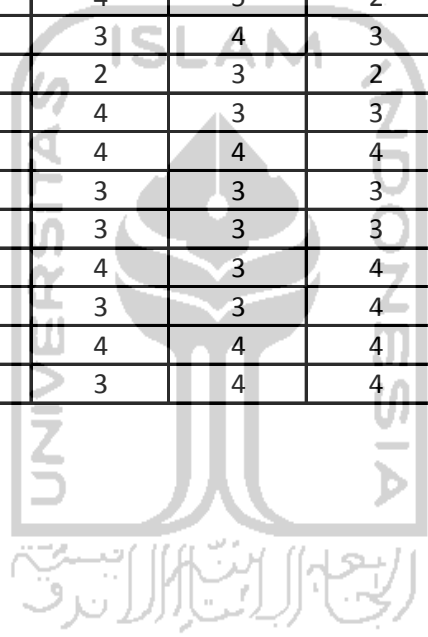
### Item-Total Statistics

Variable	Corrected Item-Total Correlation	Status
PPQ1	.695	Valid
PPQ2	.676	Valid
PPQ3	.737	Valid
PPQ5	.419	Valid
LYL1	.561	Valid
LYL2	.371	Valid
LYL3	.730	Valid
LYL4	.598	Valid
STF1	.675	Valid
STF3	.899	Valid
STF4	.887	Valid
STF5	.632	Valid
STF6	.787	Valid
STF7	.606	Valid
STF8	.684	Valid
STF9	.632	Valid
BRP1	.618	Valid
BRP2	.470	Valid
BRP3	.813	Valid
BRP4	.736	Valid
BRP5	.758	Valid

Source: processed primary data

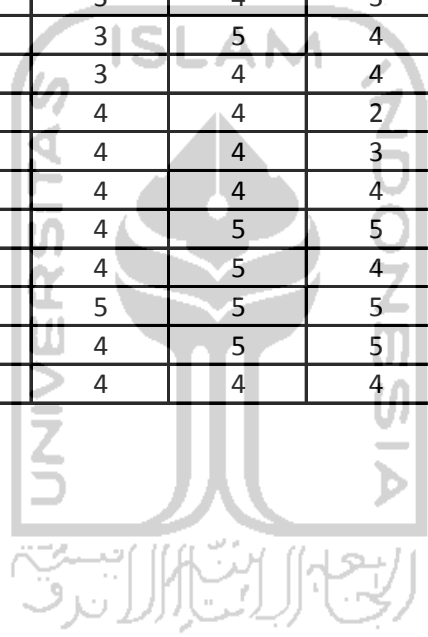
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STF4	STF5	STF6	STF7	STF8	STF9	BRP1	BRP2	BRP3	BRP4	BRP5	ppq
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